

Museum of the Bible Releases New Content Series on the 500th Anniversary of the Reformation

Traditionally, Oct. 31 is commemorated around the world as Reformation Day—the day that would change the course of Christendom forever—when Martin Luther wrote the 95 Theses in Wittenberg, Germany. Now, less than a month away from its highly anticipated grand opening on Nov. 17, Museum of the Bible will release a brand-new multimedia content series to mark the event that ignited the Reformation.

“Long before the internet, YouTube and social media, Martin Luther set in motion what can appropriately be described as a viral movement that transformed the very foundations of Europe, Western civilization and in many ways the entire world,” says Steven Bickley, vice president of marketing for Museum of the Bible. “Culturally, politically and spiritually, the 95 Theses is a pivotal point in history that led to, among other things, the rapid translation of the Bible into the heart languages of millions of people. Today that number is in the billions. This is part of the Bible’s remarkable journey, and it’s brought to life through this new multimedia series.”

The Protestant Reformation was an important event in the history of the Bible, leading to new translations, different interpretations and innovations in Bible formatting and printing. The entire content series will be featured on a special microsite, which tells stories of the Reformation and how it was a catalyst for the new translations of the Bible into dozens of other languages.

Content includes:

- 30-minute radio special/podcast
- 10 one-minute audio/video features
- A YouVersion reading plan set to launch on Monday, Oct. 16
- A three-minute animated short on the history of the Reformation
- An animated graphic on the spread of Bible translations through Europe
- Bible translation facts and statistics

Content from the series will be deployed in English and Spanish and broadcast on the largest Christian television network in Mexico and Latin America, Enlace.