

Publisher Sows Waterproof Bibles in Tornado-Hit Areas

While response teams are helping Southeast Tornado victims pick up the pieces, one publisher is helping them pick up the Word of God.

Bardin & Marsee Publishing, publishers of the Waterproof Bible, is on a mission to put Bibles into the hands of many who have been deeply affected by the aftermath of the deadly storms last week.

"The storm missed us by just a few miles and we are extremely thankful that a lot of relief efforts are going on here in our state for necessities," says Bobby Bardin co-founder Bardin & Marsee Publishing, which is headquartered in Birmingham, Ala. "We, however, are helping to provide something more."

At first glance, the Waterproof Bible resembles any other book. But this Good Book has durable plastic pages and binding that let it stand up to adverse conditions traditional paper books can't handle.

Two months ago Bardin & Marsee Publishing raised funds for 600 Waterproof Bibles for the homeless in Indianapolis through its first GIVE initiative. The word about the GIVE initiative spread through social networks and reached as far as the UK in just three weeks. Bardin & Marsee Publishing raised awareness by Bibles on its web site at a 70 percent discount and shipping them directly to partnering ministries.

Says Bardin, "We hoped it was the beginning of many more GIVE together initiatives, however we didn't realize the next need would come after a path of destruction so close to home."