

Was Jesus a Jew or a Christian?

Last week an extremely controversial initiative began in New York City. A digital billboard of monumental proportions was erected in Times Square. With more than 300,000 pedestrians passing through each day, Times Square is one of the world's busiest intersections and is often referred to as "the crossroads of the world."

Messianic Rabbi Kirt A. Schneider, the host of the international broadcast *Discovering the Jewish Jesus*, announced via digital billboard a groundbreaking seven-part online docuseries that will challenge viewers' preconceived beliefs about religion and possibly change their worldview forever. billboard is featured alongside other significant organizations and is located beside the Nasdaq.

In 1978, a young Jewish man with no concept of or familiarity with Jesus who was feeling isolated, unfulfilled and lost was suddenly awakened from his sleep. Immediately a vision appeared to him of Jesus on the cross.

"I knew at that instant that Jesus was the answer I had been searching for," explains Rabbi Schneider.

Today Rabbi Schneider hosts the impactful television program *Discovering the Jewish Jesus*, which is available seven days a week in more than 100 million homes in the United States and nearly 200 nations worldwide.

The series answers recurring questions about Jesus from a historical and biblical perspective.

"Jesus came as a Jew, lived as a Jew, and died as a Jew. He still is a Jew and is the Savior of Israel and the salvation of the world," explains Schneider in a video announcing the

digital display.

Featured on the digital billboard are what many would consider controversial questions:

“Was Jesus a Jew or a Christian?”

“Did Jesus Come to Start a New Religion?”

Rabbi Schneider dives deeper into the topics featured on the digital display in his book, *The Lion of Judah: How Jesus Completes Biblical Judaism and Why Judaism and Christianity Split*, unpacking the story behind this separation.

Schneider’s prayer is that readers will understand Jesus on a deeper level and draw closer to Him. By knowing the history of Christianity and Judaism, readers can also be equipped to share the gospel with Jewish people while appreciating their Hebraic heritage. The book is available now.