

## PUBLISHER AND MEDIA GROUPS TO CELEBRATE 400TH ANNIVERSARY OF THE KING JAMES BIBLE

**THOMAS NELSON**, the world's largest publisher of Bibles in the English language and the leading publisher of King James Version (KJV) Bibles, will partner with media giants The History Channel Club, The History Channel Magazine, and Salem Communications to celebrate the 400th anniversary of the publication of the King James Version of the Bible. The partnerships are a significant strategic element of Thomas Nelson's KJV400 celebration campaign, which will commemorate the historical, religious, and cultural impact of the KJV, the #1 selling Bible translation of all time. Through print, online, and radio, the trio will be offering numerous ways for the world to participate in the celebration.

"Together Thomas Nelson, The History Channel Club, The History Channel Magazine, and Salem Communications will be able to connect millions of people with the living legacy of the King James Version of the Bible," says Thomas Nelson's Senior Vice President and Bible Group Publisher Gary Davidson. "We've enjoyed successful relationships with these industry leaders in the past, so they are natural partners for this historic anniversary celebration."

"There's no denying the impact the KJV, as the first widely accepted Bible for the masses, has had in forming the world we live in today," adds James M. Tarbox, editor of The History Channel Magazine. "It's an honor to join with the experts at Thomas Nelson in spotlighting this momentous occasion in literary and world history."

"Our audience is passionate about living out the Bible's message, and Thomas Nelson's KJV400 celebration was the perfect choice for us to join in the celebration," adds Salem Radio Network President, Greg Anderson. . . .

**"Thomas Nelson's Bible Group announces partnerships with The History Channel Club, The History Channel Magazine, and Salem Communications to celebrate the 400th anniversary of the King James Version"**

[www.thomasnelson.com](http://www.thomasnelson.com). September 1, 2010.

