



News Release

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FOR IMMEDIATE RELEASE

Attention: News, features, religion editors

EUGENE PETERSON GRANTS FIRST TV INTERVIEW TO LISTEN UP

BURLINGTON, Ontario (December 3, 2008)—His translation of the Bible known as *The Message* has sold 11 million copies, but only now is author, scholar and pastor Eugene Peterson granting his first television interview. The two-part interview, conducted by the executive producer and host of Listen Up TV, Lorna Dueck, focuses on the sensitivities of modernizing ancient words and the sacred power of the Christian Scriptures.

While he's avoided giving television interviews in the past, when asked why he chose to grant Dueck an interview Peterson, 76, responded smiling, "well, it didn't hurt that you're Canadian." The author of more than 30 books was, prior to his retirement, professor emeritus of spiritual theology at Regent College in Vancouver, British Columbia. He also expressed his appreciation for the way Canadians attempt to bring faith discussions into the public square.

"This interview with Dr. Peterson is about helping secular people read the Bible," says Dueck. "I felt it was like sitting down with a wise scribe, who is close to God. He opens the door to fresh ideas on understanding God's Word."

The interview, taped at the Peterson's home in rural Montana on November 22, airs within Listen Up for the first time December 7. Thereafter, it will also be available for viewing on the program's web site, www.listenuptv.com.

The title of the program is "New Look for an Old Book." It begins by exploring the latest issue of the Bible to hit North America called, "The Book: The Bible Illuminated." The soft-cover, magazine-style Bible features striking, contemporary photographs intermingled with the words of Scripture. When it was launched in Sweden, Bible sales jumped by almost 50 percent in one year.

Listen Up is a weekly, half-hour television newsmagazine that airs 23 times a week on eight networks around the world. Listen Up's mission is to use news and current affairs as a bridge to Christ. Interestingly, Peterson is on record saying he translated his *The Message*, to help build bridges for people to come to Christ.

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