



November 6, 2003

Dear Editor, Reporter, News Director or Producer:

This fourth film of the 10-part *Footprints of God* series gives an extraordinary glimpse of the life and experiences of Jesus while He lived on earth. Our Savior, a simple laborer who carved wood, actually walked the roads and visited the exact places that are in this film. Like no other documentary on Jesus ever made, "Jesus: The Word Became Flesh" is an authentic voyage into His earthly life.

"It was indeed awe-inspiring for us to experience some of the reality of Christ's life here on earth," says Ray. "This was not like any of the films we've done thus far. It was very humbling and affected us all very deeply."

In the film, Steve Ray does the things that Jesus did: catches fish in the Sea of Galilee, camps along the Jordan, and explores the places where Jesus really lived, taught, performed His miracles, carried His cross, and was crucified. Even the ordinary details of life in the days of Christ – weather, furniture styles, terrain, typical meals, clothing, art and music – are presented to viewers in all their authenticity.

"The things we show in this film are those that people haven't seen or experienced before," says Ray. "Once you see this film, you'll actually feel like you've walked in Jesus' shoes for a bit!"

"This is a video project of monumental proportion," says Bob Fishman, Jewish convert to Catholicism. "Scripture comes alive as Steve Ray and his crew bring you the actual location of God's greatest miracles."

Please consider covering this very unusual film on Jesus' life, and perhaps some of the behind-the-scenes experiences of Steve and his film crew in successfully pulling it all together. Your audience will have an entirely fresh perspective on what the life of Christ was really like.

Yours very sincerely,

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FOR IMMEDIATE RELEASE

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Fourth *Footprints of God* film reveals what earthly life was truly like for Christ

SAN FRANCISCO, CA, November 6, 2003 – “Jesus: The Word Became Flesh,” the fourth video in the award-winning 10-part series, *The Footprints of God: the Story of Salvation from Abraham to Augustine*, has just been released by Ignatius Press. It reveals the fullness of Christ’s humanity, and illustrates in a unique way many of his earthly experiences and where they actually occurred.

Steve Ray, best-selling author and popular Bible teacher, is the creator and host of the 90-minute video along with executive producer, Ignatius Press. “Jesus” shows viewers the very real, yet incredible *human* life that Christ led on earth. It gives viewers an acute sense of His life with his parents, as a carpenter, where He walked, taught, performed certain miracles, and details about His trial, death, and resurrection that have never been chronicled on film before. Viewers come away with a much greater appreciation for our Savior and what He endured on earth in purchasing our salvation.

“Jesus” is a high-quality production presenting a magnificent blend of discovery, entertaining biography, travel documentary, Bible study, apologetics and Church-history. All music for the film is original composition, played on authentic ancient instruments and according to the true style of Jesus’ times.

“This film was different for us than the previous three,” says Ray. “Telling the story of Christ was more intimidating – it was kind of scary.” Ray knew he had a greater amount of theology to cover in this film, and though the whole series is done adventure-style, he said the life of Christ didn’t lend itself to the same types of adventure-portrayals. “This was definitely a film in which we wanted to be as accurate and reverent as possible.”

“We wanted people to actually *see* the life that Jesus lived, and the faith that He taught!” says Ray, who feels that even some of the best movies made about Christ in the latter 20th century aren’t truly authentic. “This is truly a trip to the Holy Land!”

“Jesus” brings the life of Christ to viewers in a very enjoyable catechetical format and from the beautiful locations where He lived and taught. The objective of the film is to make viewers feel as if they experienced a bit of ‘being in Jesus’ shoes.’ It likewise shows many of the artifacts and places of Christ’s time that have not been captured on film before. As well, it illustrates the four languages in use during Christ’s time: Aramaic, Hebrew, Latin and Greek.



The *Footprints* series explores more than 2,000 years of Jewish and Christian history to explain Christian teaching, and is filmed entirely on location in Israel, Egypt, Rome, Greece, Turkey and Iraq. The series is an authentic, quick-moving adventure that brings the Bible and theology to life – covering the entire saga of salvation unlike anything else. The first three videos in the series are “Peter: Keeper of the Keys” (follows Peter from Galilee to Rome and clarifies the major role of the Papacy and the priesthood in the saga of salvation); “Mary: Mother of God” (follows Mary’s extraordinary journey to the heart of the salvation story); and “Moses: Signs, Sacraments, Salvation” (shows how Moses, the Exodus and Hebrew experience actually point to the coming of Christ and salvation). “Moses” has garnered several prestigious film awards, including the 2003 Telly Award for Best Religious Programming, 2003 Aurora Gold Award for Best Religious Issues Documentary, and most recently, the 2003 Unity Award for Best Video of the Year.

Footprints is designed to appeal to a wide audience, from elementary school children to college students and adults. “This series is perfect for anyone who wants to learn the faith, whether in an RCIA class, school or at home,” says Ray. Each of the 10 videos comes with a complete study guide accompanying the film.

The Footprints of God series is estimated to take about five years to complete, and in addition to the four productions already released, will include additional titles on Abraham, kings David and Solomon, prophets Elijah and Elisha, Paul, the Apostolic Fathers (Clement, Ignatius, Polycarp, and Justin), and Doctors of the Church (Augustine, Ambrose, Chrysostom, and Athanasius). Ignatius Press estimates that the entire 10-video production, when complete, will cost over \$2 million.

Throughout the *Footprints* series, Ray poses tough questions that have been put forth for centuries, then provides answers that help Catholics and other Christians truly understand and explain their faith. Key people, places of Scripture, and Church history come to life in a fresh and powerful way.

The series is intended to be an adventure discovery into what Catholics believe and why.

Ray is a best-selling author whose books include *Crossing The Tiber* (Ignatius, 1997), which documents his conversion to Catholicism from the Baptist tradition; *Upon This Rock*, the definitive study on the primacy of Peter and the papal office; and *St. John’s Gospel: A Bible Study Guide and Commentary* (Ignatius, 2002), the first extensive and easy-to-use Catholic study guide of the Gospel of John. He likewise writes for several Catholic magazines, is a frequent guest on national TV and radio programs, and is a widely popular speaker.

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San Francisco-based Ignatius Press, founded in 1978 and currently the largest Catholic publisher in the U.S., celebrates its 25th anniversary this year. Ignatius Press is dedicated to publishing and distributing information on the Catholic faith, and publishes over 40 books each year (with over 760 titles in print). Its author-roster includes some of the foremost names in the Catholic Church. Ignatius is also the publisher of *Catholic World Report* and *Homiletic & Pastoral Review* magazines. Ordering information can be found at: www.ignatius.com, or by calling: 1-800-651-1531.



Stephen K. Ray

After being Protestants for 37 years and involved with various Fundamentalist and Evangelical Protestant churches, Steve Ray and his wife, Janet, converted to the Catholic Church on Pentecost Sunday, 1994. Steve and Janet are currently producing a 10-video series through Ignatius Press called *The Footprints of God: The Story of Salvation from Abraham To Augustine* on location in the Holy Land and surrounding countries. The first video, "Peter, Keeper of the Keys" was released in November, 2001. The second, "Mary, Mother Of God" was launched in summer 2002; and "Moses: Signs, Sacraments & Salvation" was released in March 2003. "Jesus: The Word Became Flesh" has just been released in November, 2003.

In addition to overseeing their family business and educating their children at home, Steve and Janet now spend their time researching, writing and teaching about the Catholic Church. Because Steve loves defending and explaining Catholicism, he has conducted several highly successful conferences in conjunction with other Catholic converts. He is a regular guest on many radio and television programs, including *Catholic Answers Live*, *The Journey Home*, *Living His Life Abundantly*, and *Life On The Rock*. He is a contributing writer to *Envoy Magazine*, as well as other Catholic publications, and teaches Bible study classes in his parish.

Raised by parents who had become Christians through a Billy Graham Crusade, Steve "asked Jesus into his heart" when he was four years old, and was "born again" according to the Baptist tradition. As he grew older, he often did 'street evangelism,' taught Bible studies in various churches, and conducted classes in his home and in local churches.

Steve married Janet in 1976. When their two children were small, they moved to Europe for a year, traveling extensively and researching their Reformation roots in Switzerland, Germany, England and other countries. They also studied for six months at [L'Abri](#) in Switzerland with noted theologian and Evangelical thinker, Francis Schaeffer. They later visited the communist countries and even smuggled Bibles and medicine to Christians behind the Iron Curtain.

In 1996, Steve was invited by Tom Monahan of Domino's Pizza to join the national organization of CEOs named Legatus, and is on the Board of Directors for the Ave Maria Foundation and Ave Maria College in Ann Arbor, Michigan.

Steve's first book, *Crossing The Tiber: Evangelical Protestants Discover the Historic Church* (Ignatius, 1997), details his intellectual and spiritual journey into Catholicism. It became a best seller within one year. His second book, *Upon This Rock: St. Peter and the Primacy of Rome in the Scriptures and Early Church* (Ignatius, 1999), also became a bestseller. Steve's third book, *St. John's Gospel: A Bible Study Guide and Commentary*, was released in October, 2002.

For more comprehensive information about Steve's books, videos, tapes and speaking engagements, visit his website at <http://www.catholic-convert.com> or visit www.ignatius.com.



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“Jesus: The Word Became Flesh”

Product Fact Sheet

Title: “Jesus: The Word Became Flesh” (video)
Series: *Footprints of God: The Story of Salvation From Abraham To Augustine*
Length: 90 minutes
Executive Producer: Ignatius Press
Release Date: November 2003
Writer/Director/Host: Stephen Ray
Price: \$ 24.95 VHS
\$ 29.95 DVD
Order: www.ignatius.com
1-800-651-1531

Description:

This fourth video of the award-winning 10-volume *Footprints of God* series blends dynamic elements of a travel documentary, biography, Bible study, apologetics and Church history course to show what the life of Christ on earth was really like. It presents the authentic details of Christ’s life, death and resurrection that have never been seen on film before.

Viewers will gain an unparalleled appreciation for how a laborer who chiseled rocks and cut wood forgave sins, healed the sick and raised the dead. And they’ll SEE where these things really occurred. They’ll ‘fish in the Sea of Galilee,’ ‘camp along the Jordan River,’ and walk where Christ carried his heavy cross to his crucifixion. Shot on location in Egypt, Jordan and Israel with popular Catholic author and speaker Stephen Ray as tour guide, “Jesus” brings the life of Christ to life as we’ve never seen it.

Includes a 16-page companion Study Guide that provides relevant references from the Bible, *The Catechism of the Catholic Church*, and supplementary books. The Study Guide is ideal for further personal or group study.

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“Jesus: The Word Became Flesh”

By Stephen Ray

Interview Questions

1. How is this film on the life of Jesus different than the previous three in the series?
2. In what ways did the making of “Jesus” affect you personally?
3. Give us an example of something unbelievable or incredible about the life of Christ that you didn’t fully realize until you worked on this film.
4. Can you give us an appreciation for any of the behind-the-scenes happenings that were involved in the making of this film?
5. Your third film in the Footprints of God series, “Moses,” won several awards. Tell us about them.
6. What sparked the idea for creating this film series in the first place?
7. And how did Ignatius Press become involved?
8. These films are being used more and more for RCIA and CCD classes. Tell us a bit about how they’re as useful to grade-school kids as they are to adults coming into the Catholic Church?
9. What’s next in the series?