

HOPE & HELP FOR PERSECUTED CHRISTIANS

EQUIP MBBS TO SHARE THE GOSPEL THROUGH MEDIA

Almost everyone is connected to some form of media today. It has become an effective way to share the gospel, especially in places where people cannot openly question prevailing religious beliefs.

ICR partners with Al Hayat Ministries to use cutting-edge media to share the gospel of Jesus Christ and bring eternal change in the hearts of Muslims worldwide. Al Hayat is a 24/7 Arabic Christian television network that was founded in 2003 with the vision to have believers from a Muslim background (MBBs) produce programs for a Muslim audience.

The programs provide analysis of Islam, apologetic teaching, and personal stories to guide viewers to a saving knowledge of Jesus as Lord. Programs also disciple new believers by teaching how to read and study the Bible and what Christian worship and prayer look like. The Al Hayat team is from both Christian and Muslim backgrounds and desires to unveil the deception of Islam respectfully yet fearlessly.

The channel broadcasts via satellite, and all programs and productions are also available on-demand on Al Hayat website and social media. Viewers can email questions, post comments, and request material. A dedicated team responds to all inquiries, sends church contact information and literature, and arranges in-person meetings.

The channel receives an average of 9 million viewer engagements every month, with 7.8 million of those on Facebook.

Many of the messages are like this one: “I am Adel from Cairo, and I left Islam and came to know Jesus and now I believe in Him. All credit goes to the Christian channels that revealed the myths that we believe in. I read the Bible in secret and my family and co-workers do not know anything about it. Unfortunately, I am not currently a member of any church because I am afraid, but look I forward to finding one.”

Will you partner with ICR and Al Hayat to help produce this content and respond to seekers and new believers? This ministry needs financial help to cover airtime costs, produce programs, and to disciple brothers and sisters in Christ.



International Christian Response

(888) 401-4948

ChristianResponse.org

P.O. Box 611, Lynden, WA 98264

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MEDIA OUTREACH
TO THE MUSLIM WORLD**



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