

Campbell Rinker

Marketing Research for the Nonprofit World

Contact: Dirk Rinker, President/CEO

Phone (661) 775-5925

Fax (661) 775-5926

rinker@campbellrinker.com

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Press Release

Sunday School and VBS Poll Results Announced

Gospel Light, Group Publishing & Nazarene Publishing House top list of favored publishers

VALENCIA, CA: Three publishers— Gospel Light, Group Publishing and Nazarene Publishing House— were honored for their top curriculum ratings in a recent nationwide survey of over five hundred churches.

Nazarene's **WordAction** and **Gospel Light's** line of curricula tied as the highest rated Sunday school curriculum in the nation, while **Group Publishing** earned top honors for its VBS curriculum. Group Publishing and Gospel Light are now two-time winners of the award. The winners will receive the Campbell Award from research firm Campbell Rinker, which began the biennial study in 2004.

Survey respondents rated their overall satisfaction with the products they use, in addition to rating products on a variety of features and usage criteria.

"It's a joy to serve customers who are on the frontlines--those who work tirelessly to reach kids with the life-changing message of Jesus' love," expressed Jody Brotsma, VBS Senior Editor for

Group Publishing. "We'll strive to continue providing the quality, innovation, and 'wow' our customers have come to expect."

Several other publishers received very high ratings, though falling short of the high-water mark set by the award winners. Radiant Life from Gospel Publishing House, Family Bible Study from LifeWay and HeartShaper from Standard Publishing also have a strong showing for Sunday school curriculum. Gospel Light and LifeWay also rated well in the VBS category.

The study found that the characteristics most important to churches when selecting curriculum are the same whether they are selecting Sunday school curriculum or VBS curriculum. These key characteristics are consistency with the beliefs of purchasing churches, ability to engage children and effectiveness in applying biblical learning to present day life.

"The consistency of these results is a clear sign that these publishers are focused on staying true to God's Word, engaging kids, and allowing them to act on what they learn," remarked Dirk Rinker, president of Campbell Rinker. "Of all the traits measured in this study, those factors are the most important. These survey respondents really help publishers keep their eyes on the prize."

The survey was conducted during March and April of 2006 among US churches of all sizes and denominations. The survey gathered information on customer satisfaction, pricing preferences, purchasing habits and relevant background data as well. A comprehensive report is available to publishers for purchase.

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