

THE CROSS by Rod Parsley PRESS RELEASE



Contact: specialprojects@rodparsley.com

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Author Rod Parsley Calls the Church Back to Basics in ‘The Cross’

Rod Parsley’s new book contends that in today’s culture, the symbol of the cross has never been more visible yet meaningless.

Parsley says in “The Cross: One Man... One Tree... One Friday...” available September 30, 2013 from Strang Publishing, “...the cross is disappearing from our cityscapes and church platforms. But in a broader, profounder and more troubling sense, we’ve been voluntarily removing it from our hearts and minds. Silently, steadily, stealthily – without fanfare or debate – we have slipped the cross out of our preaching, from our singing and from our daily living. As a result, the cross is fading from our collective consciousness.” The subject matter marks a return to biblical commentary for the Christian community by Parsley, whose most recent major books – including the New York Times best-seller “Culturally Incorrect” – have interpreted moral issues to the culture from a biblical perspective.

The book includes a foreword from Elevation Church pastor and New York Times best-selling author Steven Furtick and an afterword from renowned international evangelist Reinhard Bonnke. “A postmodern culture has relegated the cross of Calvary to the dustbin of history. That’s why I wanted to revisit the cross of Jesus Christ and concluded that it continues to be the exclamation point of God’s greatest statement of love for wayward humanity,” says Parsley.

The book’s content includes a vivid description of how crucifixion worked as a means of execution in the first century, a Scripture-based examination of how the death of Jesus fits into God’s plan for salvation, insights into the words Jesus spoke while He was being crucified and what it means for Christians today to heed the biblical command to “take up your cross.” Parsley remarks, “The cross is a window into the heart of God. Some look and are offended. Some look and cry, “Foolishness!” But some see love on display. These come and lay their burdens down. These come and live.”

Rod Parsley’s current release is his first major book since he released “Living on Our Heads” in 2010. The author of more than 50 books, he is also the founder and pastor of World Harvest Church in Columbus, Ohio. World Harvest Church’s outreaches and ministries include the Bridge of Hope missions organization, the “Breakthrough” television broadcast, Valor Christian College, Harvest Preparatory School, World Harvest Ministerial Alliance, Latin Harvest Church, Metro Harvest, The Women’s Clinic of Columbus and the Center for Moral Clarity.

World Harvest Church P.O. Box 200 Columbus, OH 43216
614.837.1990 ext.129 Fax 614.837.4493 RodParsley.com