

CRUSADERS PRESS RELEASE – FEBRUARY 2004

During the past 2 years the National youth organization Crusaders has been undertaking a review of its core mission and purpose. In order to focus more time and resources on the primary mission of reaching the youth generation, a decision was made to release the retail book division, the Crusader Book Centre.

Since the organizations move to their new headquarters in Luton in April 2003, negotiations have been progressing to merge the Crusader Book Centre with an existing Luton bookshop “Hightown Christian Books”. These discussions have been successful and as a result Crusaders are delighted to announce the merging of ‘Hightown Christian Books’ and the ‘Crusader Book Centre’ to form a new retail outlet, the ‘Luton Christian Book Centre’ managed by representatives from local Luton churches.

The ‘Luton Christian Book Centre’ will operate in a purpose-built 1,300 sq ft of space in Crusaders’ new Luton building, and will serve the local community as well as providing a mail order service to Crusaders’ national ministry. The new business will employ existing Crusader and High Town staff.

The book centre will compliment the other conference facilities available from within Crusaders new headquarters including a 100 seater, fully-equipped conference suite with a ‘break-out’ seminar room and commercial kitchen for catering purposes. Organisations interested in hiring the new conference facility should contact Crusaders on 01582 589851.

Matt Summerfield, Executive Director of Crusaders, said "During this past year or

so God has been very clear about our need to focus on our principal calling - to reach unchurched young people and children with the great news message and empower them to become radical, fully devoted followers of Jesus Christ. Releasing the Book Centre has not been an easy decision but we are so thrilled with the agreement reached with Hightown, which ensures our leaders continue to receive the excellent range of resources that the Shop will continue to provide.

John Maple of Hightown Christian Books. said “The timing of this change is no coincidence. John Rose has managed Hightown Christian Books on a voluntary basis after retiring from the Civil Service. This year he is retiring again after 22 years faithful Christian service and this move to significantly larger premises provides the opportunity of growing the business so it will support a full time manager. We are delighted that Alan Gilliam of Crusader Books will take on this role supported by Pat Baldwin and the voluntary staff from Hightown Christian Books. We could not have taken this step without the help we have received from Matt Summerfield and staff at Crusaders and we feel assured that it is all according to God’s perfect plan and timing.

Our vision is to forge closer links with all churches in Luton and the surrounding area, to focus on the needs of our customers and provide a range of Christian books, music, resources and cards to meet their needs."

The full address and contact details for the new Book Centre are:

Luton Christian Book Centre

45 Crescent Road, Kestin House, Luton, Beds, LU2 OAH

01582 723210

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