

FOR IMMEDIATE RELEASE

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## A fresh image for Wycliffe Bible Translators

From January 2010, Wycliffe UK will be known publicly as Wycliffe Bible Translators with a fresh look and a new logo. The title will reinforce the aim of Wycliffe, to see a Bible translation project begun in every language that needs one by the year 2025, as well as positioning the organisation within a competitive marketplace.

Explaining the reason behind the change, Eddie Arthur, Executive Director of Wycliffe Bible Translators in the UK says, "This change is a response to frequent public confusion between ourselves and other organisations that use the Wycliffe name. By introducing Bible Translators into our title we are quickly able to establish who we are, what we do and why we exist."

The challenge for an organisation such as Wycliffe Bible Translators, is not just making sure people are aware of why they exist, but also recruiting the right people to the myriad of roles that such an operation has to fill to be effective.

As Phil Prior, Head of Marketing and Communications says, "The danger with the Wycliffe Bible Translators title is being seen as an organisation that only needs to recruit people with language skills. The reality is that we are crying out for qualified accountants, personnel staff and communications professionals willing to give two or three years to work as volunteers, on a full-time basis, at the Wycliffe offices in the UK."

The old logo will still be around for some time. Wycliffe are not planning to spend large amounts of money replacing material that is perfectly useable. Instead, as stocks run low the new logo will take the place of the old.

[Wycliffe Bible Translators](http://www.wycliffe.org.uk), the UK's biggest Bible translation organisation, works with partners worldwide to ensure that every community around the world has access to a Bible in a language that they can fully understand. In more than 70 years of history they have been involved in the translation of 740 New Testaments and Bibles, reaching over 82 million people. Since 1999, Wycliffe has contributed to over 80% of translation projects started in Bibleless people groups. However there remains a massive need, as statistics show that there are around 200 million people from 2,393 languages still waiting for translation to begin.

(End)

Photos can be downloaded from: [www.wycliffe.org.uk/pressreleases](http://www.wycliffe.org.uk/pressreleases)

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