



For Immediate Release

Rainbow Publishers Celebrates 30 Years in Christian Publishing Industry

San Diego, CA (July 6, 2010) Thirty years ago Rainbow Publishers (www.RainbowPublishers.com) attended its first Christian Booksellers Association, International Christian Retailer's Show (ICRS) in St. Louis Missouri. The aisles were buzzing with rumors of an appearance from then Presidential candidate, Ronald Reagan. While "Ronnie" never appeared, highlights from that show included appearances from Roy Rogers and Dale Evans, and yes, even Trigger!

Arriving with only 8 titles in their line, Rainbow Publishers impressed attendees quickly with their reproducible books for Sunday School teachers. 30 years later they were back in St. Louis last week to attend another ICRS Tradeshow. They launched many special promotions in St. Louis and will do more throughout the rest of 2010 geared to their retail partners in celebration of this momentous milestone.

Rainbow Publishers today is 180 titles strong in their Christian education line and also bringing to the tradeshow 2 of their most recent awards for books in their Legacy Press imprint. Rainbow Publishers continues to be a strong Ministry Partner to bookstores and churches with its reproducible lessons, games, puzzles & crafts.

About Rainbow Publishers

For 30 years, Rainbow Publishers has helped teachers lead kids to stronger relationships with Jesus Christ. They specialize in reproducible, flexible and age-appropriate Bible teaching books that are a great value to churches and Christian Ministries.

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