

Bill Mallia Hits North America With Bible League

Cape Cod, MA, Wednesday, 12 November 2008 - - Bill Mallia has inked a multi-show agreement with Bible League to take his brand of “Christian beach music” to North American audiences. Hailed by many as the “Jimmy Buffett of Christian music,” Mallia will team up with one of the world’s largest evangelical, interdenominational Scripture placement agencies in an effort to spotlight the organization’s important global work.

Bible League is encouraging churches and other organizations to book a “Concert for Bibles with Bill Mallia,” which will include both great music and an opportunity for people to provide Bibles around the world. The partnership is a natural fit, as both strive to feed the spiritually hungry. Bible League works with churches worldwide, training local Christians to share the Word through Bible studies, lead people to Christ and help them grow in faith. They also train people to establish new churches where none exist.

Mallia serves up Christian music that’s garnished with a smile and served under a palm tree. The songs and writing style of Gospel Music Association and Indieheaven member Bill Mallia has been influenced by his extensive travels throughout the Caribbean and other tropical locals. The result is happy, feel good, sunshiny tunes with overtly Christian lyrics. This is a God blessed act that is billed as “Christian Entertainment,” and concerts are known as “the most fun a Christian can have while wearing an Aloha shirt.” This means that with Bill, fans can expect to get a lot more than just music.

According to Sue Olson, coordinator of Artist Partner Relations for the Chicago-based Bible League, “Churches and groups that consider booking a Concert for Bibles with Bill Mallia should know that this is an act that works equally well as a stand-alone concert or as a complement to many church festivities. Whatever the occasion, your venue should be set up to encourage a Christian celebration and not as a somber worship service. Bill Mallia is a man with a heart for God’s Word and we are excited about this partnership with him to help provide Bibles worldwide.”

Concert planners are encouraged to give their event the feel of a barbeque/pig roast, funky cafe or a festive tropical-themed party and in doing so, they’ll be right on the mark for the perfect atmosphere. If you usually hold concerts in your Sanctuary or church hall, consider moving this event to one of your social/fellowship rooms or even outdoors. The goal of all Bill Mallia shows is to send audiences home realizing that a relationship with God is not the burden of life, but rather its all-out happy completion.

Those interested in providing Bibles around the world by hosting a Concert for Bibles with Bill Mallia can contact Sue Olson (SOlson@bibleleague.org), Coordinator of Artist Partner Relations for Bible League (www.bibleleague.org), or phone 866-825-4636. For more information on Bill Mallia, please visit the official website at <http://www.BillMallia.com>.

Contact: *Left Shore Records, 9 Santo Street, Plymouth, MA 02360, USA,*
Tel. (508) 747-4449, Fax (508) 276-0170, pressmedia@leftshorerecords.com