

# Reformed churches merge publishing work: Faith Alive Christian Resources

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Two Reformed churches with shared roots in Dutch Calvinism have merged their publications divisions to streamline operations. The Christian Reformed Church, based in Grand Rapids, Michigan, and the Reformed Church in America, based in New York City, will make the CRC's Faith Alive Christian Resources division the primary publishing arm for both churches.

As part of the deal announced April 27, all RCA resources for worship, education and evangelism will be handled through the Faith Alive office in Grand Rapids.

Maintaining an RCA publications division was no longer financially "viable," said Ken Bradsell, the church's director of operations and support. Faith Alive will handle marketing, inventory, online sales, customer service, warehouse and distribution.

The CRC split from the Reformed Church in America in 1857 but has maintained ties, and leaders of the RCA have sought closer relations in recent years.