



WycliffeFoundation

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Donald Erickson to lead marketing efforts for Wycliffe Bible Translators USA

ORLANDO, Fla., Nov. 30, 2006—Donald C. Erickson, the current CEO and President of Wycliffe Foundation, has been tapped to lead the marketing communications efforts for Wycliffe Bible Translators USA as the new vice president of marketing. Erickson—operating in dual roles—will also continue to serve in his current position at Wycliffe Foundation

Wycliffe USA is one of more than 70 affiliated Wycliffe organizations around the world dedicated to bringing Scripture—through Bible translation—to all people in the language they understand best. As the vice president of marketing, Erickson will work closely with Wycliffe USA senior vice president Ruth Hubbard to spearhead communications that will support the organization's mission to accelerate Bible translation around the world and strengthen communications to Christian audiences in the United States.

“Don Erickson is an effective leader and communicator,” said Bob Creson, president of Wycliffe USA. “He brings more than just a wealth of marketing experience to this ministry—he is passionate about impacting the ministry at a time when God is accelerating the pace of Bible translation. He will be a tremendous asset to our efforts to educate key audiences about Wycliffe.”

Erickson joined Wycliffe Foundation in August 2004. His career experience prior to joining the Wycliffe team includes serving with the U.S. Army in Vietnam; serving as senior pastor at Hope Lutheran Church in suburban St. Louis; and managing the sales, marketing, administration, and strategic planning activities for Hallmark Cards in Chicago, Des Moines and Kansas City. He retired from Hallmark in 1997 to attend seminary.

He and his wife Sharon have two daughters and three grandchildren and reside in suburban Orlando.

About Wycliffe Bible Translators USA

There are more than 6,900 language groups in the world today. Of these, approximately 2,300 languages are still without a Bible translation program started. Wycliffe USA is one of over 70 affiliated Wycliffe organizations around the world that are assisting the Church in making disciples of all nations through Bible translation. Through *Vision 2025*, Wycliffe and its partner organizations are working to start a Bible translation program in every language that needs one by the year 2025. For more information, visit: www.wycliffe.org.

About Wycliffe Foundation

The Wycliffe Foundation is a non-profit corporation that serves several organizations based in the United States associated with global Bible translation efforts. The Wycliffe Foundation is a gift-planning ministry that informs people about programs like wills, trust, and annuities. For more information on the Wycliffe Foundation, visit: www.wycliffefoundation.org.

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