

The Enterprise

Brockton preacher brings Gospel signs to Super Bowl

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Rev. Richard Reid, pastor of the North Baptist Church in Brockton, is now leading the charge for what's called "Gospel Text Mission," a campaign to distribute lawn signs printed with bible verses on them. The Gospel Text Mission is a nonprofit group incorporated in 1950 in Ontario, Canada, before a U.S. version was established in 1989 under the leadership of Rev. Casper Koning in Madison, Tenn.

Last year, Reid, who is originally from Canada, took up the mantle for Gospel Text Mission, and he's hoping to spread more of the Gospel signs to different regions of the country, after they have become very popular in the South and the Midwest.

As part of that, Reid said 90 volunteers from the U.S. and Canada who are associated with Gospel Text Mission will be fanning out around Atlanta this weekend, displaying the religious signs, including some of those who will be attending the Super Bowl.

“We provided the signs for a group of people who are down there,” said Reid, reached on Wednesday, who will be watching from home. “They will use the signs to draw attention. Some of them will be getting them into the game. We’re hoping to be able to see that.”

Reid said sometimes football fans will see “John 3:16” signs in the end zone, or other references to biblical verses. But viewers who see these signs don’t have to look up the reference, but instead can quickly read the verse for themselves.

“People won’t have to sketch that down, get home, and dust off their Bible to see what was that verse all about,” Reid said.

The Brockton pastor said he was happy to take over the “Gospel Text Mission,” which provides the yard signs for free to anyone who wants to display them.

“They asked me if I would take it over and I said sure,” Reid said. “It’s a great opportunity. We have a small congregation here in Brockton that’s reaching out to all parts of the country, some even international now. We have (the Gospel Text Mission represented by signs) in 49 of the 50 states. Only Hawaii hasn’t been confirmed. ... It is quite widespread in the South, the Midwest, the western part of the country and Alaska. ... We give them away free which is kind of an unusual business model.”

Reid said while keeping an eye on the big game, he’ll also be distributing the signs on Sunday at churches back in the Brockton region.

“We’re thrilled,” he said. “We can conclude this with, Go Pats!”