

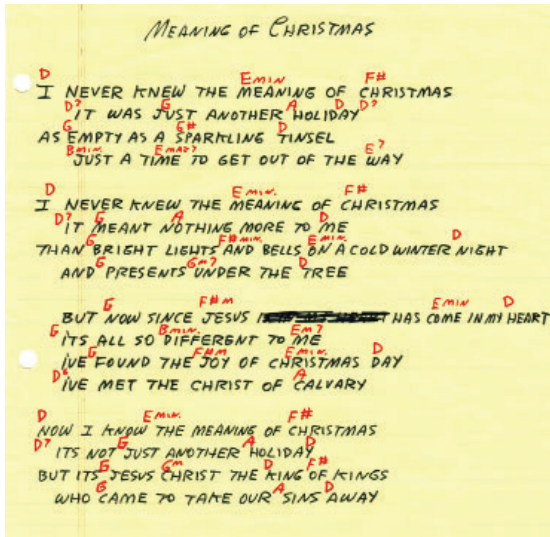
"Look to the fields. . ."

SHAD WILLIAMS EVANGELISTIC ASSOCIATION

"We Go To Them"

December 2024

Millions Are Discovering *The Meaning of Christmas*



The original draft of *The Meaning of Christmas* written by Shad in 1974.

The first time I realized what, or WHO, Christmas is really ALL about, was in 1968. I received Jesus in my heart and became a member of God's family on July 7th of that year. Sheila came to know Jesus a few weeks later. I know it's hard to comprehend that someone could grow up in the American South and not know that Christmas is a time of celebration of the birth of Jesus. But, that was me - I had no clue. From early childhood, I always loved the season. My dad owned a clothing store on Main Street in Yazoo City, MS. I remember the street was jammed with cars and the stores were crowded with people shopping. Christmas music could be heard and colored lights seen everywhere. And then, of course, there was the excitement of Christmas morning! I still have my Lionel train that ole Santa left under the tree in 1953. Sheila has hers, too. It was a glorious time! Our "Williams Family Christmas" had everything - EXCEPT. The one key element our Christmas didn't have, and our family didn't have, was **JESUS**.

But, in 1968, all that changed for me. I still loved everything about the season that I loved before, but now I had a new Love – the Lord

Jesus Himself! Now, I knew the meaning, the real MEANING OF CHRISTMAS. Six years later, while on a church staff in Memphis, I wrote a song about my experience entitled "The Meaning of Christmas". It was used as part of a Christmas musical performed by the choir. The original draft is pictured here.

Now, 56 years later, I am still thankful to say and sing, "I've found the joy of Christmas Day, I've met the Christ of Calvary". I'm also exceedingly thankful to God for giving to me and Sheila the great privilege of sharing this joy with so many people around the world so that, they too, can know the Christ of Calvary. I'm grateful to God that through this work that HE started long ago, millions are still discovering the Meaning of Christmas.

OVER 18 MILLION RESPOND IN 2024 THUS FAR

This has been a truly remarkable year of harvest. The 50 teams in the field entered December having seen 18,187,000 people respond to the Gospel in 22,556 evangelistic meetings. From January through November, they averaged presenting the Gospel message to 60,000 people per day. So, how will we end 2024? That remains to be seen, but one thing we DO know for sure. When Christmas Day arrives, there will be eighteen million people who personally know Jesus, the Real Meaning of Christmas, that did not know Him last year.

MERRY CHRISTMAS - AND THANK YOU

To all of you, our beloved friends, Sheila and I want to say a big MERRY CHRISTMAS! And THANK YOU for continuing to help us get the Gospel out to the multitudes so that they too can have the opportunity to know and experience the real MEANING OF CHRISTMAS!

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