

NEWS RELEASE

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Lutheran Publisher Augsburg Fortress Adopts New “Doing Business As” Name: 1517 Media

MINNEAPOLIS (June 28, 2016)—The Publishing House of the Evangelical Lutheran Church in America (ELCA) has adopted a new “doing business as” (DBA) name: 1517 Media.

1517 Media creates resources that communicate the gospel, enhance faith, and enrich the life of the Christian church and the communities it serves. 1517 Media designs and develops innovative resources for churches, higher education, and the home—all delivered in a wide range of media including print and digital formats, videos, apps, and online subscription offerings.

“Our new identity expresses our rootedness in the Lutheran reforming movement—ignited by events in the year 1517—and the gifts this tradition continues to offer to the whole church, society, and the individual,” says Beth A. Lewis, President and CEO of 1517 Media.

“For two hundred years our publishing predecessors in North America have carried on a Lutheran reforming perspective under a variety of imprints, along the way reaching ever wider audiences. And even as the reformers embraced the emerging media of their day, we will embrace a wide array of media to meet the needs and support the ministries of the diverse audiences we serve. We think 1517 Media aptly captures both our rootedness and the innovative, forward-looking commitment of the organization.”

1517 Media has three publishing units:

AUGSBURG FORTRESS, which serves Lutheran churches in North America with resources to support worship, faith formation, and the congregation’s life.

FORTRESS PRESS, which supports students and teachers across the ecumenical and interreligious landscape with resources for the classroom and for individual study.

SPARKHOUSE, which creates Christian faith formation resources for children and youth in congregations and, through Sparkhouse Family, at home.

Learn more at <http://1517.media>

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