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NOV 2011 VOL 12.5

oneVOICE

### *What's in a name?*



As mentioned in our last newsletter, Campus Crusade for Christ will officially be changing its name to Cru. The announcement this summer came with a wide mix of responses. While the name change received much support from people like John Piper and organizations like Intervarsity, there were some in the media who grabbed on to the “dropping of Christ” questioning whether the organization was caving in to political correctness.

As supporters of the ministry, you know from our newsletters that we are definitely not ashamed of the name of Jesus. Our president Steve Douglass stated, “Anyone who knows anything about Campus Crusade for Christ knows we are passionate about one thing – connecting people to Jesus Christ. In fact, we only exist for the purpose of helping people everywhere experience the transforming grace and forgiveness of the gospel through God’s Son, Jesus Christ.”

Unfortunately, due to some faulty reporting, namely from John Beck at Fox news and the media storm he stirred up, many donors decided to drop Campus Crusade from the list of charities they wanted to support. In fact we even had one of our regional donors call the regional office chastising us for being ashamed of Christ.

But the real question is why the name change? What’s so important about a name? For some, a name is what defines a person or organization. While for others, it’s the person or organization that defines the name - think Google, Starbucks, Xerox, Kleenex, etc.

During the two year renaming process, CCC’s leadership spent countless hours praying and seeking God’s direction, as well as doing some extensive research. What they found was many times, people (non-believers) who were initially interested in learning more what our organization is about, eventually were turned off by the term “Crusade” or “Campus”. Over the years, CCC has established many different ministries that reach beyond just the college campus, to families, athletes, young professionals, cities, and more. So in our effort to reach even more people, a name change was necessary. In fact, even Bill and Vonette Bright, the founders of CCC, on different occasions mentioned that the name would have to change one day.

As we move forward as Cru, our desire is to point even more people to the name of Jesus and His message of salvation. The word “Cru” doesn’t have a meaning, but for staff and all those we minister to, Cru will be known as an organization that is helping to fulfill the Great Commission by making disciples and impacting the Kingdom through the power of Gospel.

Please join with us in praying that God will continue to use Cru to touch countless lives all over the world.

(to read more on the name change, go to [ccci.org](http://ccci.org))



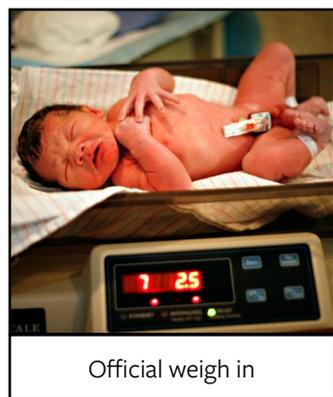
## What's in a name?

In Scripture, often times, names indicated an individual's character, function or destiny. And it is in this vain that Amber and I want to introduce you to our son, whose name is Hudson KaiYi Lo.

"Hudson" was inspired by Hudson Taylor - an instrumental figure in bringing the gospel message of Christ to China. According to one historian: *"No other missionary in the nineteen centuries since the Apostle Paul has had a wider vision and has carried out a more systematised plan of evangelising a broad geographical area than Hudson Taylor."* The picture of bridging the western culture and the Chinese culture with the central message of

Jesus Christ was something we wanted Hudson growing up knowing.

"KaiYi" is our English phonetic pronunciation of 啟義, which means "revealing God's righteousness". The word 啟, which means "reveal", is found in the Chinese translation of the Book of Revelation. The word 義 means righteousness. And for those who are interested - that word for righteousness is made up of two chinese characters - "lamb" 羊 over "me" 我.



Please join with us in praying that Hudson would grow up knowing Jesus, and that he would become a man whose life reveals God's righteousness to those around him.

On September 12, 2011 at 12:20 am, we welcomed our sweet boy to the world! Hudson weighed 7 lbs 2.5 oz and was 20 inches long. From the moment he was born, he was alert and looking around the delivery room, even turning his head to follow our voices. He has continued to be such a wide-eyed and observant little guy, keeping us laughing with his many facial expressions and surprising us with his new skills. He started rolling over at 5 weeks old! He has such a sweet little spirit and loves to cuddle, and we are already so in love with him! Thank you for praying with us for his little life, for his health and for Amber throughout her pregnancy. We have been tremendously blessed already to have Hudson in our family, and we are so excited for the many years ahead of watching him grow!

*Truman, Amber, & Hudson Lo*

P.S. Hope you enjoy the many "faces" of Hudson!

