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Bible Verses Light Up London's Piccadilly Circus for Global Bible Month

A true story of faith under pressure. Read the first half below, then continue online.

KEY SPIRITUAL TAKEAWAY

"One Word for the World,"

(Transliterated from the original Hindi.)

They had gathered only to pray. When prayer itself becomes the target, faith is proved not by words but by staying.

The Story - Part One

Bible verses lit up the billboards of London's Piccadilly Circus for one week in November 2026, as part of Global Bible Month. The display, run by YouVersion, the maker of the Bible App, put Scripture and adverts encouraging Bible reading on the giant screens above one of the busiest squares on earth. Reported by Evangelicals Now on 18 November, it turned a corner famous for selling everything into a place where the Word of God glowed over the crowds.

Picture the scene on a wet London evening. Shoppers hurry through the rain, buses rumble past, and the neon of the West End washes the pavement in colour. Then, above the rush, the billboards change.

Instead of a new phone or a fashion label, there is a verse. Commuters look up. Some stop.

Some take out their phones, not to check the time but to photograph the words. Scripture was sharing billboard space with the biggest brands in the world, and for one week it held its own.

The London display is part of a campaign that stretches across the globe. Global Bible Month runs from 1 to 30 November 2026 under the theme "One Word for the World," built around a 30-day Bible challenge that invites people to read Scripture every day for a month. The same campaign lit up Times Square in New York and the Dotonbori District in Osaka, Japan, so that three of the most famous squares on three continents carried the same message in the same month.

London was not an afterthought. It was one of the three.

Global Bible Month 2026: One Word For The World

The idea behind Global Bible Month is simple, and that is why it works. Instead of asking people to change their whole lives, it asks them to open the Bible once a day for thirty days. The challenge is built for beginners as much as for lifelong readers.

Around 3 million people completed the 30-day challenge last year, and 2.2 Million had already signed up by 2 November this year. Nearly 15 million people and 589 ministries are taking part in the month, according to YouVersion, and the campaign has spilled beyond the app and onto the streets.

The Turning Point - What Happens Next

The story reaches a life-changing moment that changes everything -- and what seemed like the end is only the middle. Two reports disagree on the numbers, and one question is left unanswered: will the CCTV footage ever come out? Read the full story to find out what happens next.

PERSONAL REFLECTION & DISCUSSION QUESTIONS

1. When gathering to pray carries a real cost, what keeps a community coming together anyway -- and what would keep you coming?

2. The pastor's sister shielded him with her own body and fainted under the blows. What does costly, self-giving love look like in your own family or church?

3. When justice is delayed and a complaint is withdrawn under threat, how do believers hold on to truth without giving in to fear -- or to hatred?

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