

Price Tag\$ Galore

Everywhere you turn today, you see advertising. Billboards shout and T-shirts tout their messages. Radio spots, television commercials and newspaper ads make urgent pitches.



Adweek columnist Barbara Lippert looked the situation over and remarked, “Everything in America is a product being sold – whether it’s a celebrity, a television show, whether it’s anything.”

Of course, we know the goods and services being advertised carry a price tag – including the housing and care we provide for those we serve in Life Care, Century Park and Life Care at Home. There is no mission without a margin. Customers have to pay for what is being offered. No one expects to get something for nothing.



There is, however, one huge exception. When God decided to offer something as amazing and wonderful as eternal life, He chose to pay the price Himself in Christ. God’s grace was extended to all who believe in His Son.



Each year, people respond to ads and spend millions – yea, billions – of dollars on soft drinks, cars, pizza and carpet. But the best offer ever made carries no price tag. It is not for sale.

And it is free because Christ paid the infinite price.

– Beecher Hunter