

Faith & Inspiration

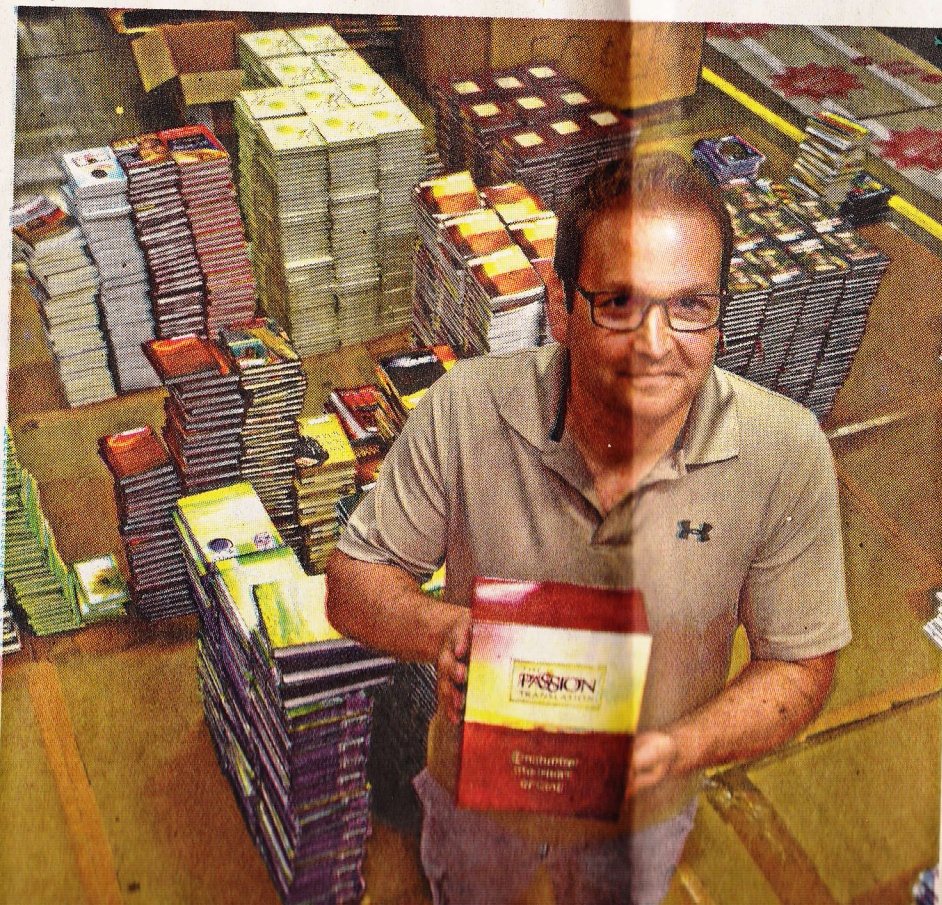
Broadstreet Publishing Group is coloring outside the lines with new ventures

JULIE A. JACOB
For The Journal Times

MOUNT PLEASANT

— When Treasures Bookstore closed its doors in Downtown Racine two years ago, it wasn't the end of the story for Jerry Blooms' inspirational bookstore business. Rather, it represented the turning of the page to a new chapter as Bloom shifted his focus to book distribution and publishing.

After Treasures shuttered its Monument Square location in 2014, Bloom and a former vendor founded a new venture, Broadstreet Publishing Group (www.broadstreetpublishing.com). The publishing company, whose slogan is "inspire the world around you," publishes Christian and inspirational books. Under the name Belle City Gifts, Broadstreet



Kelly family persevered through the death of one of Kelly's children and Kelly's own battle with cancer.

Broadstreet also has launched a new line of children's books, the "Middle School Rules" series, which highlight the childhood adventures of adult athletes. The first two books in the series feature the childhood stories of retired Chicago Bears linebacker Brian Urlacher and Carolina Panthers cornerback Charles Tillman.

"It's like 'Diary of a Wimpy Kid,' but nonfiction," said Bloom, who explained that they have an "if I can do it, you can too" message to encourage kids to pursue their dreams.

Newest books

Broadstreet has a new

Bible translation, "The Passion Translation," based on a combination of Greek, Hebrew and Aramaic texts. Eight volumes, each featuring several books of the Bible, have already been issued, and the entire New Testament should be available within two years, he said.

Digital products

Broadstreet is expanding beyond printed books and journals, too, by producing digital audiobooks. Unlike audiobooks in CD form, digital audiobooks have no physical format but, instead, are downloaded from sites such as iTunes or Audible, explained Bloom.

The company works with local video and audio production company Skies Fall