Campus Crusader Wins Religious Award

Million-Dollar Prize Will Be Used to Promote Fasting, Prayer

Associated Press

NEW YORK, March 6—William R. Bright, founder of Campus Crusade for Christ, today won the $1 million Templeton Prize for Progress in Religion, the richest award in any field.

Bright, 74, said he will use the money to promote fasting among Christians. "I believe that fasting with biblical prayer is the most enriching and energizing of all the Christian disciplines and can accomplish more for the glory of God and ensure his blessing upon the peoples of the Earth more than anything else we can do," he said.

Born near Coweta, Okla., Bright had a successful career with an oil company and in the specialty-foods business before he devoted himself full time to the student ministry. He founded Campus Crusade for Christ in 1951 at the University of California at Los Angeles.

It is now a $270 million-a-year operation, with a presence on more than 650 U.S. campuses and 470 campuses overseas. The evangelical organization has nearly 13,000 full-time workers and 100,000 volunteer staff members. Bright and his wife take a total salary of $43,000, substantially less than many other evangelical leaders.

"My goal was to lay up treasures on Earth," Bright said of his early career in business. "Now, my goal is to lay up treasures in heaven."

The Templeton Prize was established in 1972 by investment manager John M. Templeton to recognize individuals who advance understanding of religion. The prize of 700,000 British pounds, valued at around $1.07 million, will be awarded at Buckingham Palace on May 8.