**FOR IMMEDIATE RELEASE**

For More Information:
Brian O'Neel, 484-735-5858 or
BOneel@CarmelCommunications.com

# "The Chosen" Talent Joins Grammy and Dove Award Winners for "Blood of the Baptist," a Unique Multimedia Retelling of the Story of John the Baptist

*Kickstarter campaign launching Oct. 6 gives fans an opportunity to bring the graphic novel and original soundtrack to market*

**DETROIT, Oct. 6, 2026** — Artists with credits including "The Chosen" are joining Grammy- and Dove Award-winning musicians to bring the story of John the Baptist to life in "Blood of the Baptist," an ambitious multimedia experience combining an original two-part graphic novel, two original soundtracks and music videos.

The unique project brings together singer and actor Reina Özbay, who portrayed Abigail in "The Chosen"; Matthew S. Nelson, composer for "The Chosen"; Cindy Morgan, a two-time Grammy nominee and 14-time Dove Award winner; Quinten Coblentz, a Grammy and Dove Award-winning producer and songwriter; Latin Grammy winner Katia del Cid; the Rev. Hyacinth, a priest and elite drummer respected by world-class musicians; and other accomplished artists and creative professionals. The project also includes the work of apologist and Scripture expert Jimmy Akin, artist Erwin J. Arroza and cinematographer Andrew Q. Holzschuh ("Triumph of the Heart").

Through the eyes of a displaced rebel and a tormented soldier, "Blood of the Baptist" comes to life through Arroza's magnificent art.

The novels tell the tragic and heroic story of John the Baptist, the last Old Testament prophet, whose radical faith and fearless devotion to God sparked a revolution that forever altered the course of history.

Now, a Kickstarter campaign launching Tuesday, Oct. 6, will give readers and fans an opportunity to help bring the project to market while receiving exclusive rewards.

“John the Baptist has captivated people around the world for centuries because his life is one of extraordinary courage, yet his story has rarely been brought to life on this scale,” said Brian E. Lau, creator of “Blood of the Baptist.” “The Baptizer challenged power, refused to compromise his beliefs and accepted the consequences. This campaign will allow people to join in the journey of bringing John’s legacy to a new audience.”

Rooted in Scripture, “Blood of the Baptist” uses historical fiction to explore John’s life, imagining the relationships, conflicts and experiences that may have shaped the man who prepared the way for Jesus Christ. The story follows John as he confronts corruption, calls sinners to repentance and ultimately pays with his life for refusing to compromise the truth.

“The Baptist spoke with fierce conviction, a strength only matched by his profound humility,” said Lau. “A story about one of the world’s greatest original rebels shouldn’t be told in one medium. Only a multimedia approach was worthy.”

As faith-based film, music and visual storytelling continue to raise the bar creatively, “Blood of the Baptist” contributes to that evolution. The project approaches John’s story with the craftsmanship and emotional weight its creators believe it deserves, embracing its themes of suffering, sacrifice, truth and redemption. What makes this project really special in Lau’s eyes is how it is being produced. When artificial intelligence is infiltrating publishing, music and visual art, “Blood of the Baptist” deliberately takes a traditional approach.

“Every page, note and word was created, written and sung by our incredible team of artists without the use of generative AI,” noted Lau. “Our ambition is to push beyond the idea that Christian storytelling has to be cautious, restrained or confined to a niche audience.”

In addition to offsetting production costs, proceeds from the $20,000 Kickstarter campaign goal will also fund a double-sided pull-out poster that unfolds part of the story, giving readers a frameable, collectible work of art. Supporters of the Kickstarter will have access to an exclusive numbered variant cover collector’s edition.

The project will move directly into physical production in early 2027.

For more information on the overall project, visit www.bloodofthebaptist.com.

To help bring “Blood of the Baptist” to life and see the available Kickstarter campaign rewards, visit https://www.kickstarter.com/projects/brianearts/blood-of-the-baptist.

Social Media: @BloodoftheBaptist.

For more information or to schedule an interview, please contact Brian O'Neel of Carmel Communications (484-735-5858 or BOneel@CarmelCommunications.com).

###