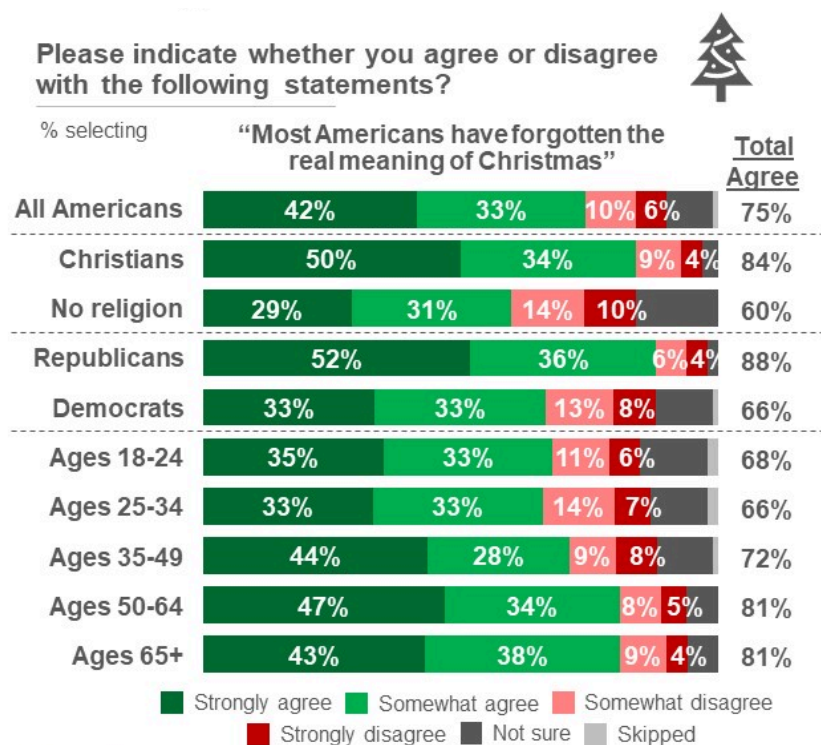


A Call to Restore the True Meaning of Christmas

By Maya Wright

Each December, America lights up - not with reverence, but with neon sales, frantic shopping, and countdowns to the next shipment from Amazon. For Generation Z especially, Christmas has increasingly drifted into a glittering spectacle of trends, wish lists, and content creation. The nativity story, the breathtaking moment when eternity stepped into time through the birth of Jesus Christ, is being drowned out by noise, convenience, and commercialization. This world-shaking miracle has been pushed to the margins of relevance within the cultural bubble that much of secular America, and even many believers, now inhabit.

Though no single generation caused this shift, the effects of our lost focus are now surfacing most dramatically in America's "under 30" population. A December 2022 Ipsos poll of 1,023 adults, drawn from their probability-based KnowledgePanel®, found that three-quarters of Americans believe the true meaning of Christmas has been forgotten.



© 2022 Ipsos Source: Ipsos Holiday Season poll, fielded December 9-11, 2022
Base: All respondents (n=1,023); Christians (N=590), No religion (N=310); Republicans (N=258), Democrats (N=199), Ages 18-24 (N=241), Ages 25-34 (N=215)

Secular culture has been slowly sanding down the sacred edges of Christmas for decades. We need to acknowledge the urgency of the moment. Gen Z is coming of age in a culture that has nearly severed Christmas from Christ Himself. Many young people today know Christmas as a

vibe, an aesthetic, or an event — but not a holy day. Not a divine interruption. Not the miracle of the Savior of the world arriving in the humblest, most unthinkable way.

As ministry leaders, educators, parents, and partners in the mission of CEI, we cannot be passive observers of this cultural drift. We are called to be stewards of truth in a generation starving for meaning, even if they don't yet realize it. If we do not intentionally teach the true story of Christmas, the world will gladly substitute something cheaper, louder, and spiritually empty.

Christmas began in a manger, not a mall. It began with a virgin girl saying *yes* to God, with shepherds trembling before angels, with Joseph choosing obedience over reputation, and with a Child whose first crib was a feeding trough. The holiness of that night is not fragile, but our collective memory of it is. It must be protected, taught, and proclaimed.

This season, I urge every CEI partner to speak boldly and consistently about the miracle of Christ's birth. Reiterate it to your ministry networks. Tell it to your children and grandchildren. Teach it in your churches, your classrooms, your living rooms, and your everyday conversations. Let the next generation hear not only *what* happened in Bethlehem, but *why* it matters: that the God of the universe took on flesh as Jesus Christ to save us filthy sinners from our otherwise endless pit of darkness and death.

If we reclaim Christmas, not as nostalgia nor as just tradition, but as worship, we are fulfilling our calling to continuously reignite the flame of truth in a culture desperately in need of light.

Source:

https://www.ipsos.com/en-us/news-polls/three-quarters-agree-most-americans-have-forgotten-the-real-meaning-of-Christmas?utm_source=chatgpt.com