

Fifteenth Sunday after Pentecost

Sunday Celebration • September 6, 2026 • 10:00 AM



SAINT JAMES
UNITED CHURCH OF CHRIST

CREATION JUSTICE • JUST PEACE • OPEN AND AFFIRMING

Founded in 1853

Rev. Paul Werner, Pastor
Ciaran Krueger, Music Director
Christy Schrecengost, Church Administrator
Jonathan Rizzo, Accompanist
Cher Hall, Sunday School Leader
Karen Reinagel, Director of Religious Education Emerita

Bluesky
Facebook
Instagram
Threads

@hamburgucc

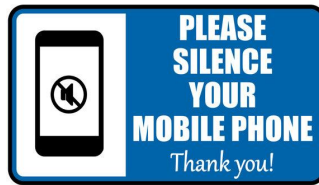


hamburgucc.org

Fifteenth Sunday after Pentecost

Sunday Celebration • September 6, 2026 • 10:00 AM

Liturgist: Marie Nolan



“It is terrible how much has been forgotten, which is why, I suppose, remembering seems a holy thing.”
Anita Diamant

“Can you imagine the logistical nightmare that Moses was handed?”
Fr. Rick Morley

“The time is ripe for looking back over the day, the week, the year, and trying to figure out where we have come from and where we are going to, for sifting through the things we have done and the things we have left undone for a clue to who we are and who, for better or worse, we are becoming.”
Frederick Buechner

“Liberation does not come from the outside.”
Gloria Steinem

“Our Eucharist catches us on the fly, between Saturday and Monday. Our stay at the table is short term. We are soon on our way back into our daily life where we live out our freedom, for others.”
Ralph W. Klein

“God wills our liberation, our exodus from Egypt. God wills our reconciliation, our return from exile. God wills our enlightenment, our seeing. God wills our forgiveness, our release from sin and guilt. God wills that we see ourselves as God’s beloved. God wills our resurrection, our passage from death to life. God wills for us food and drink that satisfy our hunger and thirst. God wills, comprehensively, our well-being—not just my well-being as an individual but the well-being of all of us and the whole of creation. In short, God wills our salvation, our healing, here on earth. The Christian life is about participating in the salvation of God.”
Marcus J. Borg

Congregation: Bold print
*Please rise in body or in spirit.

GATHERING MUSIC

WELCOME AND ANNOUNCEMENTS

Rev. Paul Werner

LAND ACKNOWLEDGMENT

We acknowledge that the land upon which St. James UCC stands was originally the ancestral and unceded territory of the Haudenosaunee and Erie people. We celebrate and honor the contributions that Native Americans have made in the past and continue to make today in the Western New York area and the Americas. We embrace the Haudenosaunee philosophy that the decisions we make today should result in a sustainable world seven generations into the future. Additionally, we commit to supporting initiatives that empower the local, national, and international Indigenous communities and to listening, learning, and taking actions to address injustices past and present that have impacted these communities and all God's creation.

WORDS OF WELCOME

Welcome to St. James, an Open and Affirming congregation of the United Church of Christ, where we strive to be more fully the body of Christ. We are committed to welcoming and celebrating all people and the uniqueness we each bring. As people of faith, we boldly proclaim: No matter who you are or where you are on life's journey, you're welcome here.

PRESENTATION OF EAGLE SCOUT PROJECT

Eric Remington

INTROIT

***PASSING OF THE PEACE**

Please rise in body or in spirit to greet your neighbor with Christ's peace.

One: May the peace of Christ be with you.

Many: **And also with you.**

Please return to your seat as we begin to sing the opening hymn.

***OPENING HYMN**

"Call to Prayer"

SPP 61

***CALL TO WORSHIP**

Marie Nolan

(by Rev. Seth Wispelwey, UCC Minister for Economic Justice)

One: Today is a Sabbath.
Many: We are called to rest.
One: This space is for Sabbath.
Many: We have come here to rest.
One: For all who are lonely,
Many: May we find belonging.
One: For all who are weary,
Many: May we find rest.
One: For all who labor,
Many: May we find renewal.
One: For all who are not afforded belonging, rest, and renewal,
Many: May we embody solidarity with those longing for community, wages, and sabbaths that everyone deserves.
One: Today is a Sabbath.
Many: Let us find rest, and worship together the One who provides rest from labor, loneliness, and weariness.

***PRAYER OF INVOCATION**

Marie

Loving God, you lead us to the still waters. You lead us through the valley of the shadow. You lead us through the rough places and make them plain. You lead us to the Promised Land. You are with us. Let us always know that you are with us all along, and that you will continue to be with us on this journey of faith. Amen.

***RESPONSE**

“Lord, You Are Welcome” (Verse 1)

SPP 31

***Lord, you are welcome in this place.
Lord, you are welcome in this place.
Lord, you are welcome in this place.
Show us your way.***

ONE LICENSE A-723905

CHILDREN’S TIME

SCRIPTURES

Exodus 12:1-14 (NRSV Updated Edition)

Marie

In some respects this is the most important passage in the Book of Exodus. It gives details about the celebration of the Passover meal, one of the main festivals of the Jewish tradition. The description we have here, however, does not come from the time of Moses, as it has features reflecting the form of the celebration in the immediate post-exilic period (after 539 BCE).

God said to Moses and Aaron in the land of Egypt, “This month shall mark for you the beginning of months; it shall be the first month of the year for you. Tell the whole congregation of Israel that on the tenth of this month they are to take a lamb for each family, a lamb for each household. If a household is too small for a whole lamb, it shall join its closest neighbor in obtaining one; the lamb shall be divided in proportion to the number of people who eat of it. Your lamb shall be without blemish, a year-old male; you may take it from the sheep or from the goats. You shall keep it until the fourteenth day of this month; then the whole assembled congregation of Israel shall slaughter it at twilight. They shall take some of the blood and put it on the two doorposts and the lintel of the houses in which they eat it. They shall eat the lamb that same night; they shall eat it roasted over the fire with unleavened bread and bitter herbs. Do not eat any of it raw or boiled in water but roasted over the fire, with its head, legs, and inner organs. You shall let none of it remain until the morning; anything that remains until the morning you shall burn with fire. This is how you shall eat it: your loins girded, your sandals on your feet, and your staff in your hand, and you shall eat it hurriedly. It is the Passover of God. I will pass through the land of Egypt that night, and I will strike down every firstborn in the land of Egypt, from human to animal, and on all the gods of Egypt I will execute judgments: I am your God. The blood shall be a sign for you on the houses where you live: when I see the blood, I will pass over you, and no plague shall destroy you when I strike the land of Egypt.

“This day shall be a day of remembrance for you. You shall celebrate it as a festival to your God; throughout your generations you shall observe it as a perpetual ordinance.”

Matthew 18:15-20 (New Revised Standard Version Updated Edition)

Rev. Paul

How do Christians settle their conflicts? Was this really a concern of Jesus? Did he have a fractious set of followers who engaged in confrontations that bordered on physical combat? Or was this brief excerpt put into the Gospel of Matthew because something needed to be said to the members of the faith community who sometimes engaged in open conflict?

Jesus speaking: “If your brother or sister sins against you, go and point out the fault when the two of you are alone. If you are listened to, you have regained that one. But if you are not listened to, take one or two others along with you, so that every word may be confirmed by the evidence of two or three witnesses. If that person refuses to listen to them, tell it to the church, and if the offender refuses to listen even to the church, let such a one be to you as a gentile and a tax collector. Truly I tell you, whatever you bind on earth will be bound in heaven, and whatever you loose on earth will be loosed in heaven. Again, truly I tell you, if two of you agree on earth about anything you ask, it will be done for you by the Creator in heaven. For where two or three are gathered in my name, I am there among them.”

CHORAL ANTHEM

MESSAGE

“Something New Is Happening”

Rev. Paul

JOYS AND CONCERNS OF THE CONGREGATION

PASTORAL PRAYER

LORD'S PRAYER / PRAYER OF OUR SAVIOR

Our ____*, who art in heaven, hallowed be thy name. Thy kingdom** come. Thy will be done on earth as it is in heaven. Give us this day our daily bread. And forgive us our debts, as we forgive our debtors. And lead us not into temptation, but deliver us from evil. For thine is the kingdom**, and the power, and the glory, forever. Amen.

**Use whatever language is closest to your own heart (Our Father, Our Creator, Our Father and Mother, etc.)*

***Or "kin-dom."*

RESPONDING WITH OUR GENEROSITY

INVITATION

OFFERTORY / GIVING OF OUR GIFTS AND OFFERINGS

- *Please place your gift in the offering plate. Many of our members and friends give online. To do so, you are invited to use the information located on the back cover of this bulletin.*
- *Our gifts help sustain this community of faith by maintaining our facilities, supporting our staff, and providing the materials that make our ministry available to all.*

*DOXOLOGY

NCH 780

(Sing the version of the Doxology that is closest to your own heart.)

***Praise God from whom all blessings flow; Praise God, all creatures here below;
Praise God above, ye heavenly host: Creator, Christ and Holy Ghost. Amen.***

*PRAYER OF DEDICATION

SERVICE OF HOLY COMMUNION

WORDS OF CALL

One: Our God created a planet full of life.

Many: **God created humankind in God's image.**

One: God taught our ancestors how to live in the world by giving them challenges as well as hope.

Many: **God brought our forebears out of captivity in Egypt into fullness of life and sent prophets to teach us.**

(continued on the next page) →

One: Most of all, God sent us Jesus, who showed us through his teachings and actions how much God loves us.
Many: **We are called to follow in the path of Jesus, carrying God's message of hope and justice to the world.**

COMMUNION HYMN

"Jesus Took the Bread"

NCH 343

WORDS OF REMEMBERING

One: I cannot take bread,
Many: **And forget those who are hungry.**
One: I cannot drink from the cup,
Many: **And forget those who thirst for justice.**
One: I cannot look at the the people around me,
Many: **And forget those who feel abandoned by God.**
One: I cannot hear words of peace,
Many: **And forget those people and places ravaged by war.**
One: I cannot receive words of forgiveness,
Many: **And forget those against whom I hold a grudge.**
One: I cannot celebrate the Feast of God's Family,
Many: **And forget our divisions.**
One: I cannot look at the cross,
Many: **And forget that Jesus calls me to follow.**

WORDS OF BLESSING

One: As we eat together at this table, we remember how Jesus took and blessed bread. He used his traditional Jewish prayers, saying:
Many: **Blessed is the Holy One of Israel, sovereign of all that is, who brings forth bread from the earth.**
One: And when he took and blessed the cup:
Many: **Blessed is the Holy One of Israel, sovereign of all that is, who brings forth the grape from the vine.**

WORDS OF OPENNESS

Holy God, may our hearts and minds be alive to what is sacred in these symbols of bread and cup. May they open us to your guidance and to your love for us. May they open us to work for a peace that surpasses all understanding. May they open us to your love for all people and our stewardship of your creation. This is our hope, our common will, and the expression of our love and trust in Jesus the Christ. Amen.

COMMUNION OF THE PEOPLE

We receive communion by the ancient rite of intinction:

1. Please come forward by the center aisle.
2. Approach the Pastor and take a piece of communion bread.
3. Go to the Communion Assistant and slightly dip your bread in the chalice, while avoiding touching the contents with your fingers.
4. After dipping your bread in the chalice, receive (consume) the elements.
You need not wait to return to your seat to partake in communion.
5. Please return to your seat by the side aisles.

RECEIVING COMMUNION

All are welcome at God's table. No one is turned away. You do not have to be baptized or be a member of this or any church to partake in this meal. This sacrament affirms that we are all part of God's family and are to commune together in sacred relationship.

Note: A gluten-free option is available. As is our custom, grape juice is provided instead of wine so everyone can participate in this wonderful meal.

WORDS OF THANKSGIVING

Amazing God, creator of us all, even in the expanse of your universe you know each of us. Thank you for uniting your people through this meal with the bread of life and the cup of blessing. Thank you for your presence in our lives today and every day. Amen.

***CLOSING HYMN**

"We Love Your Realm, O God"

NCH 312



***BENEDICTION**

***SINGING FOR A JUST PEACE**

***Let there be peace on earth, and let it begin with me.
Let there be peace on earth, with justice and dignity.***

***With God as Creator, family all are we.
Let us walk with each other in perfect harmony.***

***Let peace begin with me; let this be the moment now.
With every step I take, let this be my joyous vow:***

***To love with kindness and work for justice, that all may be set free.
Let there be peace on earth, and let it begin with me!***

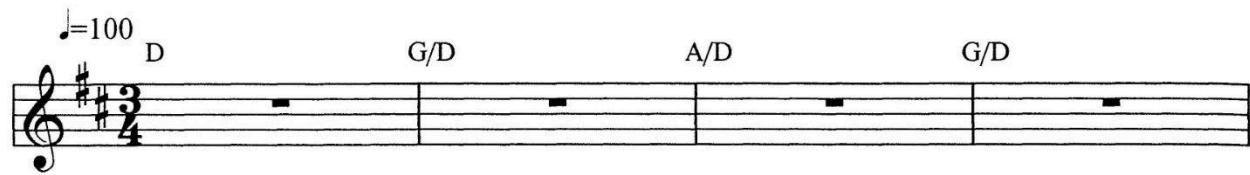
ONE LICENSE A-723905

***POSTLUDE**

You may make your way to the Horton Lounge (Hospitality Room) for refreshments and fellowship, or you may remain in the sanctuary for contemplation and reflection.



Call to Prayer



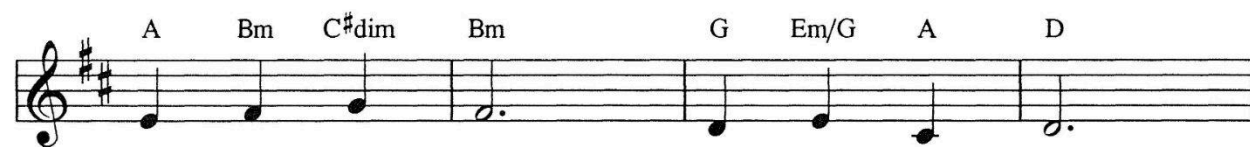
1. Float - ing and flam - ing and fill - ing new life.
 2. Search - ing and sav - ing and sooth - ing in - deed.
 3. Call - ing and car - ing and chang - ing each heart.



Hov - 'ring and heal - ing and help - ing with sighs.
 Teach - ing and turn - ing and tak - ing the lead;
 Lov - ing and lift - ing us to a new start;



Spir - it at work since the dawn - ing of time;
 Fa - ther - ing, Moth - er - ing, birth - ing new ways;
 Je - sus our Sav - ior, our teach - er, our Lord;



meet us right here, touch us right now.
 meet us right here, touch us right now.
 meet us right here, touch us right now.

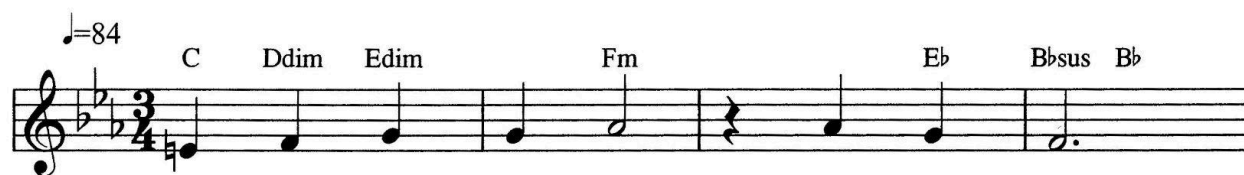


Meet us right here, touch us right now.
 Meet us right here, touch us right now.
 Meet us right here, touch us right now.

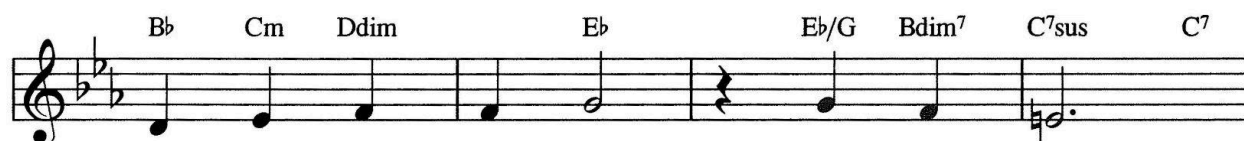
GATHER

31

Lord, You Are Welcome



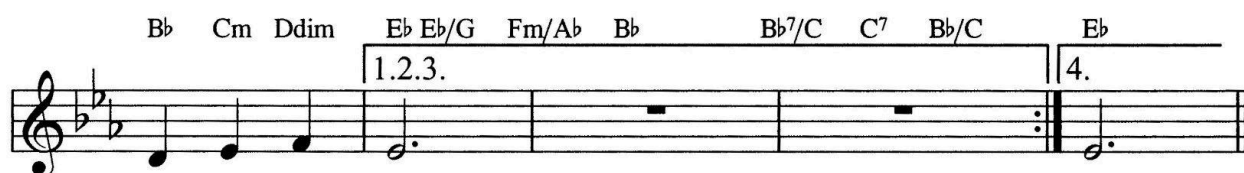
1. Lord, you are wel - come in this place.
2. Send your a - noint - ing in this place.
3. Move by your Spir - it in this place.
4. Heal and de - liv - er in this place.



- Lord, you are wel - come in this place.
Send you a - noint - ing in this place.
Move by your Spir - it in this place.
Heal and de - liv - er in this place.



- Lord, you are wel - come in this place.
Send your a - noint - ing in this place.
Move by your Spir - it in this place.
Heal and de - liv - er in this place.



- Show us your way.
Show us your way.
Show us your way.
Show us your way.

ONE LICENSE A-723905



Matt. 26:26-28; Luke 9:16; 22:19; 24:30

Ruth Duck, 1982

Unison D A F#m Bm Em7 D/A A7

1 Je - sus took the bread, dai - ly gift of God,
 2 Je - sus blessed the bread, thanked the God of grace,
 3 Je - sus broke the bread; then he poured the wine.
 4 Je - sus gives the bread at our ta - ble still,

Bm Bm7 GM7 C Em7 A7

formed of wheat and sweat and toil, sun, rain, and sod.
 thanked the One who made all worlds, all time, all space.
 Bro - ken bod - y, life poured out, God gives as sign.
 gives the cup to those who seek God's lov - ing will.

D A Bm Em F#m GM7 A7

In our hands we take gifts of bread and wine,
 Bless - ing, hon - or, praise, all to God be - long.
 Weak, a - fraid, and lost: that is when we're healed.
 Let us go in peace; let us free - ly give,

D A F# Bm Em A7 D

gath - ered from the fields of earth, signs of love di - vine.
 Let us lift our hearts to God in a thank - ful song.
 In our hu - man bro - ken - ness: there God is re - vealed.
 shar - ing love with all the world dai - ly as we live.

We Love Your Realm, O God

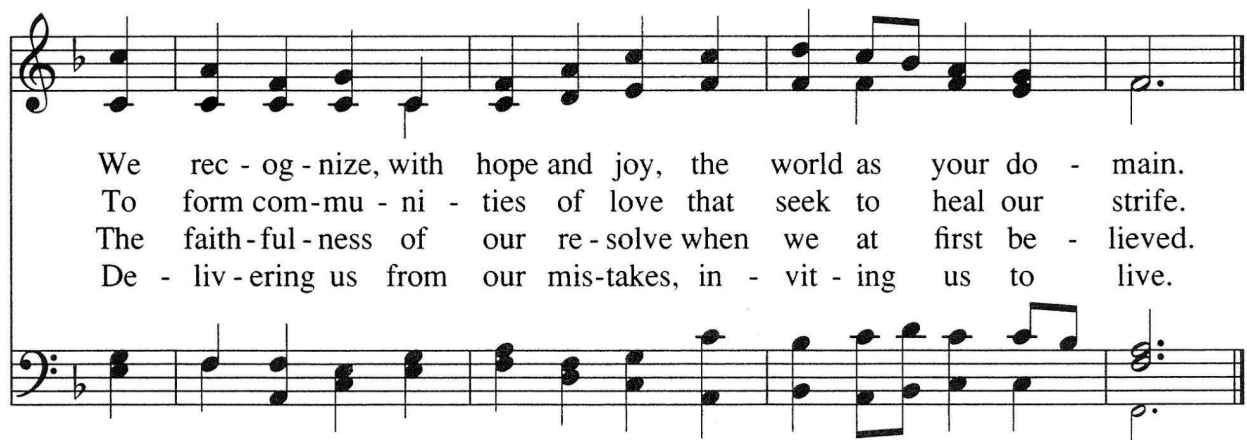
312

Timothy Dwight, 1801
Adapt. Lavon Bayler, 1992

Ps. 26:8



1 We love your realm, O God, all plac - es where you reign.
2 We love your church, O God, for Christ has giv - en life
3 We rec - og - nize, with pain, that we have not a - chieved
4 Yet Christ, our friend and guide, con - tin - ues to for - give,



We rec - og - nize, with hope and joy, the world as your do - main.
To form com - mu - ni - ties of love that seek to heal our strife.
The faith - ful - ness of our re - solve when we at first be - lieved.
De - liv - ering us from our mis - takes, in - vit - ing us to live.

ONE LICENSE A-723905

FOR WHERE TWO OR THREE ARE
gathered together
IN MY NAME, I AM THERE IN THE MIDST OF THEM.

- MATTHEW 18:20 -

THIS WEEK'S CALENDAR

Sun	9/6	10:00 AM	Sunday Celebration - Communion Sunday
Tue	9/8	12:00 PM	<i>Connector</i> weekly e-news articles are due (every Tuesday)
Tue	9/8	6:30 PM	Flying Knights of Hamburg (Assembly Hall)
Wed	9/9	1:00 PM	Mission and Social Action Team (Horton Lounge)
Wed	9/9	3:00 PM	Worship Team (Horton Lounge)
Thu	9/10	6:00 PM	Cub Scouts (Assembly Hall & Scout Room)
Thu	9/10	7:00 PM	Scouts BSA (Assembly Hall & Scout Room)
Thu	9/10	8:00 PM	Alcoholics Anonymous (Horton Lounge)
Sun	9/13	10:00 AM	Sunday Celebration - Welcome Sunday (With the St. James UCC Jazz Band!)

MARK YOUR CALENDAR

Sun	9/13	5:00 PM	Eagle Court of Honor for Eric Remington (Sanctuary)
Sun	9/20	10:00 AM	Sunday Celebration - Just Peace Sunday
Sun	9/20		2026-2027 Sunday School Year Begins (First and third Sundays)
Tue	9/22	6:30 PM	Small Group Study of "The Chosen" (Season 4) Begins
Sun	9/27	11:30 AM	Church Council (Room 210)
Sat	10/3	1:00 PM	Singing Resistance (Sanctuary)
Sun	10/4	10:00 AM	Sunday Celebration - World Communion Sunday
Sun	10/18	10:00 AM	Sunday Celebration - Blessing of the Animals
Sun	10/25	11:30 AM	St. James 101 (New Members' Group)

REV. PAUL'S TENTATIVE SCHEDULE

Mon	9/7	Labor Day - Day off
Tue	9/8	Office and by appointment
Wed	9/9	Office and by appointment
Thu	9/10	Office and by appointment
Fri	9/11	Study and writing day
Sat	9/12	Day off

BE A SUNDAY VOLUNTEER!

Please use the links below to sign up for Sunday volunteer opportunities. Thank you!

Liturgists:	https://tinyurl.com/stjamesuccliturgists
Greeters:	https://tinyurl.com/stjamesuccgreeters
Sunday School Assistants:	https://tinyurl.com/sundayschoolassistant26-27
Altar flowers:	https://tinyurl.com/stjamesuccflowers
After-church coffee and fellowship:	https://tinyurl.com/stjamesuccfellowship

Have you remembered St. James UCC in your will?

FOOD AND TOILETRY DONATIONS

We continue to collect toiletries and food gifts (as well as pet food and treats) for the Saints Peter and Paul food pantry and outreach center. Your generous contributions from the shopping list below are most welcome and appreciated.

Collection bins for donations are located by the elevator and outside the Horton Lounge. Thank you to everyone who blesses our community with their donations.

→ **Critical need:** crackers, soup

FOOD PANTRY	
SHOPPING LIST	
September/October 2026	
PANTRY STAPLES	
Spaghetti Sauce	☐
Soup	☐
Canned pasta	☐
Canned Vegetables (all - green beans, corn, carrots, etc.)	☐
Pasta & Rice Sides	☐
Tomato Products - stewed, crushed, diced, paste, etc.	☐
Canned Fruit (inc. applesauce)	☐
Juice - bottles or juice boxes	☐
Cereal bars/protein bars	☐
HOUSEHOLD / TOILETRIES	
Dish Liquid	☐
Toothpaste & Toothbrushes	☐
Hand Soap	☐
Paper Towels & Toilet Paper	☐
Deodorant	☐
Cat and Dog Food	☐

You can also support the pantry by making donations from their Amazon Wish List:
<https://tinyurl.com/SSPPwishlist>

WELCOME SUNDAY



ICE CREAM
SUNDAE BAR



JAZZ BAND

Join us for worship
September 13 • 10:00 AM
A celebration for all ages!

The 2026-2027 Sunday School year begins on September 20.

hamburgucc.org



SAINT JAMES
UNITED CHURCH OF CHRIST

**JUST
PEACE
SUNDAY**

**God's Economy:
People Over Profit**

*"I choose to give to this last the same as I
give to you... The last will be first, and the
first will be last." Matthew 20:14-16*



UNITED CHURCH
OF CHRIST

September 20 • 10:00 AM



SAINT JAMES
UNITED CHURCH OF CHRIST

hamburgucc.org

SUNDAY SCHOOL



The 2026-2027 Sunday School year begins on September 20.

St. James UCC's Sunday School program is lectionary-based and highlights our UCC values. It is for children of all ages (Grades K-6), and classes are offered the first and third Sunday of every month. There is also a Children's Time with the pastor during worship every week.

 **Sunday School**
REGISTRATION

More information, including the registration form, can be found here:

<https://www.hamburgucc.org/education>

Please reach out to Cher Hall, our Sunday School Leader, or Rev. Paul if you have any questions.

SMALL GROUP SERIES

The
CHOSEN


**BEGINNING
SEPTEMBER 22**

**Come and be encouraged, challenged, and inspired as
we examine Season 4 together!**

**Every episode invites us deeper into the challenges, miracles,
and personal journeys of those called to follow Jesus.**

TUESDAYS AT 6:30 PM
St. James UCC • Horton Lounge

Facilitated by Megan O'Neill



All are welcome!
Bring a friend!



SAINT JAMES
UNITED CHURCH OF CHRIST

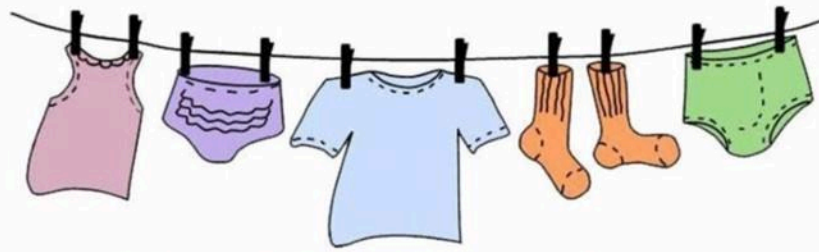
NEW MEMBERS' GROUP: **St. James 101**

Sunday, October 25 • 11:30 AM

Are you interested in joining St. James UCC?
**Even if you're just thinking about it, this is a great
opportunity to ask questions, meet others, and
learn more about us!**

Please RSVP:
revpaul@hamburgucc.org
716-649-6171





Undie Sunday!

Our annual collection of NEW undergarments and socks is happening now through September 27. Place your donations in the marked bin near the Horton Lounge.

What is the United Church of Christ?

The United Church of Christ traces its roots to the Protestant Reformation, the Pilgrims of the *Mayflower*, and traditions indigenous to the United States. There are five historic “streams” that formed the UCC: Congregational, Christian, Afro-Christian, Evangelical, and Reformed.

- In 1931, the Christian Church, along with the Afro-Christian Convention, joined with the Congregational Churches to form the Congregational Christian Churches. Then, in 1934, the Reformed Church in the United States and the Evangelical Synod of North America united to become the Evangelical and Reformed Church. Both of these denominations merged to form the United Church of Christ in 1957. We are a united and uniting church.
- The UCC weaves God’s message of hope and extravagant welcome with social action for justice and peace, and our response to the demands of our faith is woven into the history of our country.
- We were the first historically white denomination to ordain an African American (1785) and the first in the modern era to ordain a woman (1853). We were the first mainline denomination to ordain an openly gay man (1972) and affirm marriage equality (2005). We were in the forefront of the anti-slavery movement, the Social Gospel movement, and the Civil Rights Movement, taking seriously Jesus’ commandment to “love your neighbor as yourself.”
- Learn more about the UCC’s “firsts”: <https://www.hamburgucc.org/about-the-ucc>

Welcome to St. James United Church of Christ

- We believe that faith is a matter of heart and mind.
- We believe that taking the Bible seriously does not mean taking it literally.
- We believe that God embraces all people equally.
- We believe that we are called to be nothing less than global citizens.
- We believe that the social expression of love is justice.
- We believe that every generation is called to discover new faith traditions.
- We believe that God continues to speak through the actions and words of people today, just as in times of old.



We are a **Creation Justice** church. In the United Church of Christ, Creation Justice churches are “green” churches committed to caring for creation and recognizing how past and current abuse of this gift has caused suffering and inequity. We commit ourselves to confront current and future detriment to our climate and creation in all dimensions of our congregation’s life and beyond the walls of the church.

We are a **Just Peace** church. In the United Church of Christ, Just Peace churches promote peace with justice (a just peace) as an expression of God’s love. We support peaceful opposition to intolerance, injustice, discrimination, and war, and we seek the ways of justice and peace in order to make a difference in our lives and the lives of all who experience injustice and violence.

We are an **Open and Affirming** church. In the United Church of Christ, Open and Affirming churches covenant to welcome and celebrate people of all sexual orientations and gender identities. Likewise, we welcome and celebrate people of every faith experience, race, ethnicity, culture, ability, age, background, viewpoint, and life experience. If you struggle with addiction, are recovering from trauma, or have ever felt the pain of exclusion, you are embraced here.

To receive our **weekly e-news**, *The St. James Connector*, scan the QR code or go to:
<https://tinyurl.com/stjamesuccnews>



SCAN ME

For **online giving**, scan the QR code or go to:
<https://www.hamburgucc.org/giving>



SCAN ME

St. James United Church of Christ

76 Main Street • Hamburg, NY 14075 • 716-649-6171

Church Office: churchoffice@hamburgucc.org • Pastor: revpaul@hamburgucc.org



We recycle church bulletins! After you are finished using your bulletin, please share it with a friend or neighbor or place it in the recycling bins in the narthex area or in front of the church.

PRINTED ON RECYCLED PAPER WITH 100% POST-CONSUMER CONTENT