



Jesus is...Alpha and Omega

Revelation 1:8

*"I am the Alpha and the Omega," says the Lord God,
"who is, and who was, and who is to come, the Almighty."*

It's a growing trend for business to incorporate subliminal messages in their logos. A close look at the FedEx logo reveals an arrow signifying that FedEx is going somewhere. The Tostitos logo has the figures of two people dipping a chip in salsa. The Amazon logo has a smile connecting the letters A and Z in its name to indicate that you can find anything on their site from soup to nuts or should we say from A to Z. And when you look at their website, you can find just about anything you could ever imagine.

It's interesting then that no less than three times in the book of Revelation, Jesus reveals himself as the Alpha and the Omega. One such time is in chapter 1 verse 8 where we read, "I am the Alpha and the Omega," says the Lord God, "who is, and who was, and who is to come, the Almighty." Alpha is the first letter in the Greek alphabet and Omega is the last letter. In other words, he is our A to Z. He is everything we need.

He meets our greatest need for forgiveness of sins with his own perfect life and subsequent suffering and death. He gives us faith to receive that forgiveness and all of the other blessings he connects to it, including salvation

and eternal life. We can't earn his forgiveness. We can't go online to Amazon and buy it. Jesus simply gives it to us as a gift of his love.

From the beginning of our life to the end, he promises to be with us always. In times of trial and frustration, he supports and strengthens us. In grief and pain, he comforts us. With times of joy, he blesses us. And he promises to meet all our needs for food and clothes and shelter and companionship. We don't have to wonder if he can or will. There's no search bar where we have to type in the keywords of a product we're looking for. Jesus, the Alpha and the Omega, promises in his Word to supply all that we could possibly need, in this life and in the next in heaven.