Gift wrapping sales in the U.S. totaled $10 billion in 2017, more than the combined Gross Domestic Product (GDP) of Africa’s nine poorest countries. It is estimated that the U.S. puts over 4 million pounds of wrapping paper in landfills all across the country each year. Also, each year at Christmas an estimated 8,000 tons of Christmas wrapping paper is used, and Christmas wrap sales exceed $3.5 billion annually. Fifty percent of all the paper consumed in the U.S. is used for gift-wrapping and decoration.

**Hallmark Facts:**
Christmas wrapping paper was first sold by Hallmark in 1910 by Joyce Hall. Hallmark is the oldest and largest manufacturer of greeting cards in the United States based out of Kansas City, Missouri. Hallmark Christmas movies will bring in about $400 million in ad revenue this year. Hallmark movies and mysteries will bring in another $148 million alone. That’s not accounting for other income such as licensing and streaming fees. The Hallmark Channel aired its first Christmas movie on October 26 of this year; however, Hallmark aired its first official Christmas movie on August 5, 2001. Hallmark has made a total of 136 Christmas movies since 2008.

**John 3:16 (NKJV)** For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life.

**Luke 2:7 (NKJV)** Mary brought forth her firstborn Son, and wrapped Him in swaddling cloths, and laid Him in a manger, because there was no room for them in the inn.

**Luke 2:12 (NKJV)** And this will be the sign to you: You will find a Babe wrapped in swaddling cloths, lying in a manger.

I. God’s Wrapping Paper Held a Miraculous Child

A. In the census God organized a miraculous registration

**Luke 2:1-5 (NKJV)** And it came to pass in those days that a decree went out from Caesar Augustus that all the world should be registered. 2 This census first took place while Quirinius was governing Syria. 3 So all went to be registered, everyone to his own city. 4 Joseph also went up from Galilee, out of the city of Nazareth, into Judea, to the city of David, which is called Bethlehem, because he was of the house and lineage of David, 5 to be registered with Mary, his betrothed wife, who was with child.

B. In the Child, God orchestrated a miracle conception

**Isaiah 7:14 (NKJV)** Therefore the Lord Himself will give you a sign: Behold, the virgin shall conceive and bear a Son, and shall call His name Immanuel.

R.L. Moyer:
“The God who brought forth a motherless woman (Eve) from the body of a man (Adam), brought forth a fatherless man (Jesus Christ) from the body of a woman (Mary).”
Luke 2:6-7 (NKJV) So it was, that while they were there, the days were completed for her to be delivered. 7 And she brought forth her firstborn Son, and wrapped Him in swaddling clothes, and laid Him in a manger, because there was no room for them in the inn.

II. God’s Wrapping Paper Was in the Form of Swaddling Clothes
   A. A mark of humility

   Luke 2:7 (NKJV) she brought forth her firstborn Son, and wrapped Him in swaddling clothes, and laid Him in a manger, because there was no room for them in the inn.

   B. A mark of confirmation

   Luke 2:12 (NKJV) And this will be the sign to you: You will find a Babe wrapped in swaddling clothes, lying in a manger.

III. God’s Wrapping Paper Contained a Message
   A. A message of death

   Hebrews 10:4-7 (NKJV) For it is not possible that the blood of bulls and goats could take away sins. 5 Therefore, when He came into the world, He said: "Sacrifice and offering You did not desire, but a body You have prepared for Me. 6 In burnt offerings and sacrifices for sin You had no pleasure. 7 Then I said, 'Behold, I have come-- in the volume of the book it is written of Me to do Your will, O God.

   B. A message of life

   John 3:15-18 (NKJV) That whoever believes in Him (Jesus) should not perish but have eternal life. 16 For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life. 17 For God did not send His Son into the world to condemn the world, but that the world through Him might be saved. 18 He who believes in Him is not condemned; but he who does not believe is condemned already, because he has not believed in the name of the only begotten Son of God.