

The Jesse Tree Grows Up In *Rooted*, a New Advent Series for Adults from the Augustine Institute

Rediscover the rich Catholic tradition of the Jesse Tree in this new series on FORMED.org.

Denver, CO, October 25, 2023—The Augustine Institute reaches Catholic adults this Advent with a beautiful devotional traditionally practiced by families. *Rooted: Rediscover the Jesse Tree This Advent* is a new video series hosted by Dr. Scott Hefelfinger, associate professor of theology at the Augustine Institute. Premiering December 3 on [FORMED](#), the Augustine Institute’s on-demand streaming platform, the 22-episode series presents the historical tradition of the Jesse Tree in a modern way, relevant and applicable to the daily, ordinary lives of adults today.

“I first encountered the Jesse Tree devotional with my own family, and it quickly became a regular part of our Advent traditions. But as I’ve prayed with this devotion over the years, its relevance for me in my adult life has also become clear. And so, I love that the Jesse Tree can bear rich fruit in the lives of the faithful at any age,” noted Dr. Hefelfinger.

Rooted guides viewers through a daily reflection following the Jesse Tree model. Each seven-minute episode introduces the ancestors of Jesus from Creation through the time of his birth, highlighting the continued relevance of the figures and events preceding the Nativity. Every episode shares a passage from Scripture followed by Dr. Hefelfinger’s reflection in an informal, engaging style. Segments help participants apply the passage and related teachings to daily life, guided by the Church’s catechetical tradition.

“Since the series is for Advent, my hope is that it helps prepare our hearts for Christ’s coming at Christmas!” affirmed Dr. Hefelfinger. “But I hope to do that in a special way: by showing how incredibly relevant Scripture is for our daily lives and how the Church’s theological and catechetical tradition helps us to understand Scripture better and to let it shape our lives daily in very practical ways.”

Viewers may [find more information and opt in](#) to receive a daily email reminder. Streaming from December 3 through December 24, *Rooted* will be available on FORMED alongside the other high-quality Catholic content subscribers have come to trust since 2015.

For more information and a complete press kit, visit info.formed.org/rooted-press.

Dr. Scott Hefelfinger is available for comment. To schedule an interview, contact Carrie Kline at carriek@revolutionizingmissions.com.

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About the Augustine Institute: The Augustine Institute is a Catholic educational apostolate based in Greenwood Village, Colorado. Founded in 2005, the Augustine Institute exists to help Catholics understand, live, and share their faith through initiatives like Amen, FORMED, the Graduate School of Theology, Word of Life, and others.