nowtheendbegins.com

A site that connects general news stories to Biblical prophecies, and has published false claims about Democrats and critics of U.S. President Donald Trump.

Ownership and Financing

The website was created by author and minister Geoffrey Grider. According to his biography published on the site, Grider runs a web design company and leads a ministry team in Saint Augustine, Florida. Grider is also a former actor who had small roles in films in the 1990s, such as "Internal Affairs" and "Mr. Wonderful."

Grider told NewsGuard he donated the funds to start the site beginning in 2009.

The site solicits donations and also runs display advertisements. The website has a corresponding GoFundMe page, which as of January 2019 had raised over $52,000. The highest donors on the campaign are three $1,000 anonymous contributors.

Content

The website's Contact section discloses the website's perspective: "News and events worldwide clearly signal the soon return of Jesus Christ for His Church in the Rapture right before the start of the Great Tribulation. We exist as a place where people can come and learn the truth of God's preserved word, and receive new life in the only Lord and Saviour Jesus Christ. Read in nearly every country on earth, Now the End Begins stands firm against the rising tide of darkness to preach the glorious Gospel of Jesus Christ to a lost and dying world."

Most of the articles are written by Grider and contain Biblical quotes. The website has several sections dedicated to Bible doctrine, and sections such as Mark of the Beast and Cults and Fake Teachers. It produces original content such as how-to articles on talking about Christianity with strangers and how current events may be related to biblical prophecy, such as the article "IS THE WORLD ON THE BRINK OF SEEING JARED KUSHNER BRING THE 7-YEAR PEACE COVENANT PROPHESIED BY THE PROPHET DANIEL?"

Stories often include coverage of religious leaders, such as Pope Francis, as well as political figures such as Hillary Clinton, Barack Obama, and Trump. It posts content in other sections called Democratic Socialists, Biblical Archaeology, and The Real Fake News.

It also posts a health section, with stories such as "HERE ARE 7 AMAZING HEALTH BENEFITS OF CBD OIL THAT JUST MIGHT BE THE HEALTH BREAKTHROUGH YOU'VE BEEN LOOKING FOR." In this article, Grider called the oil, which is extracted from cannabis, a "miracle cure" and solicited seven volunteers to become part of a pilot program to start a business selling the product.

Credibility

NowTheEndBegins.com has repeatedly published debunked conspiracy theories, including false claims about the 2020 Coronavirus outbreak.

For example, a March 2020 article titled "HERE IS EVERYTHING YOU NEED TO KNOW TO PROTECT YOU AND YOUR FAMILY FROM THE EFFECTS OF THE COVID-19 CORONAVIRUS OUTBREAK AND STAY SAFE," advised that patients could take Vitamin C to "greatly change the outcome, should you or a loved one contract the COVID-19 coronavirus."

"One of the best things you can do is to boost your immune system from the inside. For years now, I have been personally taking everyday Vitamin C 4-6,000 mg, Zinc 30 mg, Vitamin D3 5,000 IU, garlic, CoQ10 200 mg, and have increased the Vitamin C to a little over 6 grams. There is little point using germ-killing products in your house if the temple of your body is not fit to fight the battle. Drink plenty of pure water, get (sic) lots of sleep, and most of all, trust in the Lord to see you through."

Taking vitamin C is not an effective remedy for the COVID-19 virus.
Another March 2020 article falsely claimed that Microsoft founder Bill Gates started the outbreak. The article discussed an October 2019 meeting that the Bill and Melinda Gates Foundation held called “Event 201,” and said, “The participants of Event 201, invited there by the rich and powerful elites that rule the world, sat and war-gamed how an outbreak of COVID-19 coronavirus might go. Looks like the meeting was a success because just one month to the day later, the first case of COVID-19 was reported in China, and well, you know the rest.”

In October 2019, the Gates Foundation participated in a simulated emergency preparedness exercise in October 2019, but according to FactCheck.org, the exercise involved a mock coronavirus with different features than the real coronavirus. “For the scenario, we modeled a fictional coronavirus pandemic, but we explicitly stated that it was not a prediction. Instead, the exercise served to highlight preparedness and response challenges that would likely arise in a very severe pandemic,” the Johns Hopkins Center for Health Security, which hosted the October 2019 exercise, said in a January 2020 statement.

In a March 2020 email, Grider did not respond to NewsGuard’s questions about the article on Gates.

The site has also published conspiracy theories about billionaire liberal philanthropist George Soros, including the claim that Soros is a member of the Nazi Party. Other false claims about Soros include articles asserting that Soros “says selling out his fellow Jews to the Nazi gas chambers were the ‘best years’ of his life” (December 2018), “collaborated with Nazis to steal from the Jews in WWII” (November 2018), and “admitted he was a Nazi collaborator” in a 1998 interview with 60 Minutes (November 2016). Claims that Soros was a Nazi have been found to be false by numerous news organizations, including The Associated Press, Vox, Snopes, and The Weekly Standard.

Now the End Begins has published false information about mail bombs sent to Democratic politicians and critics of Trump in October 2018. The October 2018 article, “DEMOCRATS HOPING THAT ‘MAGABOMBER’ HOAX HASHTAG WILL BE ENOUGH TO DISTRACT AMERICANS FROM PENDING BORDER INVASION BY MOB CARAVAN,” claimed the bombs were a hoax because the stamps seen on the packages containing the bombs were not postmarked, and therefore could not have been sent through the U.S. Postal Service. This claim was debunked by multiple news organizations, including PolitiFact, Snopes and The Weekly Standard. The U.S. Postal Service’s own website says “postmarks are not required for mailings bearing a permit, meter, or precanceled stamp for postage, nor to pieces with an indicia applied by various postage evidencing systems.”

The site has also promoted the debunked “Clinton Body Count” conspiracy theory, which draws connections between individuals who suffer untimely and suspicious deaths and the Clinton family to suggest foul play by the latter. For example, a July 2018 article listing dozens of supposed victims in the “Clinton Dead Pool” suggests the Clintons were linked to the death of celebrity chef Anthony Bourdain, saying “Did Anthony Bourdain die at his own hand, or was he inducted into the Clinton Dead Pool?” Bourdain, who had publicly discussed issues with depression, committed suicide by hanging himself in France in June 2018; French authorities found no evidence of foul play.

In an earlier email to NewsGuard, Grider repeated the false claims about Soros having “sided with the Nazis.” He also wrote that “nothing we publish is false.” He did not answer an additional email asking about false claims made in the October 2018 article on mail bombs, or the Clinton conspiracy stories.

Because NowTheEndBegins.com has made false and unsubstantiated claims in articles, and has issued no corrections to them, NewsGuard has determined the site publishes false content, does not gather and
The website explains some of its religious views on the Statement of Faith page, but it does not explicitly disclose a politically conservative perspective, which it conveys in opinionated language in news articles. For example, a December 2018 article entitled "LIBERAL LOGIC: BARACK OBAMA BUILDS A 10-FOOT HIGH SECURITY WALL AROUND HIS PROPERTY WHILE CALLING FOR OPEN BORDERS FOR AMERICA," repeated the false claim that Barack and Michelle Obama have a 10-foot high security wall around their Washington home, and stated, "Yet when it comes to building a commonsense border barrier with the US and Mexico to keep out the criminal element from coming across and raping and killing Americans, these same Liberal hypocrites turn right around and call Trump's wall a 'symbol of hate.'"

Asked about the site's mixing of news and opinion, Grider told NewsGuard, "One only needs to read an article on our site to know where we stand. I was not aware it was a requirement to announce your political affiliations in the ABOUT US section."

NewsGuard could not find evidence of any corrections on the site, or a posted corrections policy.

"We do our very best to report the truth accurately," Grider told NewsGuard. "When needed, we make the correction in the article. Yes, we have considered an official corrections policy. NTEB is currently in a growth phase and we will be adding many new sections shortly." He did not respond to NewsGuard's request for examples of corrected articles.

Now The End Begins is run by its primary contributor and founder, Grider. The website does not disclose who owns or funds the site.

We don't have major donors, NTEB is funded through on-site advertising, and the faithfulness of God's people," Grider told NewsGuard.

Articles include information about the author (primarily Grider) at the bottom of the page, identifying him as the site's editor-in-chief, Grider told NewsGuard in 2019 that he produces most of the articles.

A general contact form is included on the Contact Us page.

Advertisements are distinguishable from editorial content.

NowTheEndBegins.com was launched in December 2009, according to Grider.

"NTEB was started when the Lord gave me a vision, spiritually speaking, of the coming end times mentioned in the pages of the Bible," he said. "My site is a wake-up call to keep people informed about the truth of the times we live in."

Editor’s Note: This Nutrition Label was updated on March 19, 2020.

Written by: Jennie Karin
Contributing: Chandler Kidd
Edited by: John Gregory, Amy Westfeldt

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