But you, O Bethlehem Ephrathah, who are too little to be among the clans of Judah, from you shall come forth for Me One who is to be Ruler in Israel, whose coming forth is from of old, from ancient days. Therefore He shall give them up until the time when she who is in labor has given birth; then the rest of His brothers shall return to the people of Israel. And He shall stand and shepherd His flock in the strength of the LORD, in the majesty of the name of the LORD His God. And they shall dwell secure, for now He shall be great to the ends of the earth. And He shall be their peace.

For God so loved the world, that He gave His only Son, that whoever believes in Him shall not perish but have eternal life.

Therefore the Lord Himself will give you a sign. Behold, the virgin shall conceive and bear a Son, and shall call His name Immanuel.

And Mary said, “My soul magnifies the Lord, and my spirit rejoices in God my Savior, for He has looked on the humble estate of His servant. For behold, from now on all generations will call me blessed; for He who is mighty has done great things for me, and holy is His name. And His mercy is for those who fear Him from generation to generation.”
And there were shepherds living out in the fields nearby, keeping watch over their flocks at night. An angel of the Lord appeared to them, and the glory of the Lord shone around them, and they were terrified. But the angel said to them, “Do not be afraid. I bring you good news that will cause great joy for all the people. Today in the town of David a Savior has been born to you; He is the Messiah, the Lord. This will be a sign to you: You will find a baby wrapped in cloths and lying in a manger.” Suddenly a great company of the heavenly host appeared with the angel, praising God and saying, “Glory to God in the highest heaven, and on earth peace to those on whom His favor rests.”