

FOR IMMEDIATE RELEASE

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MAX LUCADO JOINS WORLD VISION ON TRIP TO ETHIOPIA GOAL TO RECRUIT NEW SPONSORS FOR 25,000 CHILDREN

Best-selling author and Texas pastor Max Lucado visited Ethiopia May 5-11, 2009 with international humanitarian agency World Vision. Joined by his wife Denalyn, his daughter Jenna and her husband Brett Bishop, World Vision President Richard Stearns, Thomas Nelson CEO Michael Hyatt and Women of Faith president, Mary Graham, Lucado experienced first-hand the immense need for aid in this remote area of Africa. As a long time sponsor of World Vision children, Lucado was deeply moved by the joy of the Ethiopian people in the face of such hardship and by the difference World Vision is making in that country.

Before he even left the United States, Lucado made it his goal to help World Vision sponsor 25,000 more children. Interested sponsors can go to the website link: <http://maxlucado.com/ethiopia/>.

“Ethiopia may measure a bit smaller since I’m bringing a lot of it home in my heart,” said Max Lucado via Twitter upon his return. “I never expected such poverty coupled with such joy. There are more honest smiles among the poor of Ethiopia than the shopping malls of America. What a remarkable, life-changing trip.”

World Vision, which provides aid to children and families in nearly 100 countries, has been working in Ethiopia since 1971, with more than 187,000 children benefiting from World Vision sponsorships. The agency also supports 65 Ethiopian development programs to assist with medical needs, clean water, nourishment, education and rehabilitation.

Highlights of Lucado’s trip to Ethiopia included visiting with an HIV/AIDS program in Boset, tours of irrigation and farming innovations in Adama, and school visits with local children. Lucado also preached to a standing-room-only crowd of Ethiopians on Sunday, May 10, at the Full Gospel Church near Adama. Max and Denalyn Lucado were also able to meet their sponsored child, Mimi and her family, during the trip.

Max believes his writing and speaking ministry has been permanently impacted by this trip. “God is up to something big in Ethiopia, in America, and around the world,” says Lucado. “I believe we can all make a difference if we jump into the middle of what He is doing.”

Thomas Nelson CEO Hyatt was deeply moved by what he saw on the trip: “We came to minister to the poor and needy. But it is they who have ministered to us, exposing our own poverty and need.”

“It was a great privilege to accompany Max and his family on his first-ever trip to Africa,” said Richard Stearns, president of World Vision. “As expected, Max was a quick study and immediately embraced and understood World Vision's strategies for empowering the poor and tackling the causes of poverty. We appreciate that he has graciously agreed to use his influence in helping 25,000 more children through World Vision's sponsorship programs.”

In late April 2009, Max Lucado returned from another mission trip to Honduras with Mike Silva International, speaking to more than 160,000 in attendance at the multi-day event. He also spent several years in Brazil as a missionary church planter.

Max Lucado has more than 65 million books in print and a publishing career that has spanned nearly 25 years. His books have been on many national bestseller lists including *The New York Times*, *Publishers Weekly*, *CBA*, *ECPA*, and *USA Today*. Max and his wife Denalyn live in San Antonio, Texas, where he is Minister of Writing and Preaching at Oak Hills Church.

World Vision (www.WorldVision.org) is a Christian relief and development organization dedicated to helping children and their communities worldwide reach their full potential by tackling the causes of poverty.

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For more on Max Lucado, visit www.maxlucado.com
To follow Max Lucado on Twitter, visit: <http://twitter.com/MaxLucado>

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