



**W PUBLISHING GROUP**  
A Division of Thomas Nelson Publishers  
Since 1798

## FOR IMMEDIATE RELEASE

Date: August 18, 2009  
Contact: Heather D. Adams  
Director of Publicity  
(615) 902-2224 office/(615) 902-2746 FAX  
hadams@thomasonelson.com

402 BNA DRIVE, SUITE 600, P.O. BOX 141000  
NASHVILLE, TN 37214  
tel 615.902.2600 or 800.251.4000  
web www.wpublishinggroup.com

## Lucado Offers Secret to an Overcoming Life: FOCUS Real Hope for Everyday People Facing Life's Big Challenges

(NASHVILLE, TN) At times, everyone has felt like they were facing million-to-one odds with no chance of success. Life's obstacles—illness, broken relationships, disappointment, failure—affect everyone, regardless of race, age or creed. Ask Lance Armstrong about his battle with a giant named cancer that seemed sure to end his cycling career. Talk with Nelson Mandela about the giant named apartheid that kept him under lock and key for more than two decades. Or the widow of a brave Marine, who laid down his life for his country—now she can't lie down without crying herself to sleep. Max Lucado, bestselling author with more than 50 million books in print, believes that victory is possible for everyone, regardless of the unique giant that threatens to crush one's dreams. In his latest book, ***Facing Your Giants: A David & Goliath Story for Everyday People*** (W Publishing Group, November 2006), Lucado helps readers discover how the simple concept of "focus"—what you think about and where you look—can radically shift perspective and powerfully alter life events, even when the odds are not in your favor.

***Facing Your Giants*** helps readers name the giants in their lives and face them head on with dogged determination. Lucado says the value of where we place our attention, a lesson he draws from the ancient showdown between David and Goliath, is vital for overcoming life obstacles: "Focus on giants—you stumble. Focus on God—your giants tumble. The God who made a miracle out of David stands ready to make one out of you."

According to Lucado, giants come in a variety of sizes and shapes. "Your giant doesn't carry sword or shield; he brandishes blades of unemployment, abandonment, sexual abuse or depression," Lucado writes. "He brings bills you can't pay, grades you can't make, people you can't please, whiskey you can't resist, pornography you can't refuse, a career you can't escape, a past you can't shake and a future you can't face." According to Lucado, these modern-day giants are vulnerable to everyday people who exercise the power of focus.

Lucado's ***Facing Your Giants*** provides hope and encouragement for everyday people who face seemingly insurmountable odds. Lucado invites readers to adopt a change of perspective in facing life's giants with a dose of determination. "You may get knocked down a time or two . . . but don't quit," Lucado encourages. "Keep your focus. Keep loading the rocks. Keep swinging your sling."

With more than 50 million books in print, Max Lucado's 60+ titles are read worldwide in more than 20 languages. *Christianity Today* magazine dubbed Lucado "America's Pastor," and *Publishers Weekly*, the general market publication for books and bookselling, recently proclaimed "there aren't many authors bigger than Lucado." In 2005, *Reader's Digest* called him "America's Best Preacher." His books are regular fixtures on national bestseller lists including *The New York Times*, *USA Today* and *Publishers Weekly*. Lucado has been featured in a wide range of media, including *USA Today*, "Larry King Live" and "NBC Nightly News," and has spoken at the National Prayer Breakfast before the President of the United States.

**MAX LUCADO IS AVAILABLE FOR INTERVIEW.**

###

*Facing Your Giants: A David and Goliath Story for Everyday People*

Max Lucado

Available November 21, 2006

W Publishing Group

Hardcover, ISBN 0849901812, \$22.99

256 pages, 6 1/8 x 9 1/4

Religion/Christianity/Christian Life

[www.maxlucado.com](http://www.maxlucado.com)

Thomas Nelson, Inc. is a leading publisher and distributor of books emphasizing Christian, inspirational and family value themes, and believes it is the largest publisher of Bibles and inspirational books in the English language. For more information, visit our website [www.thomasnelson.com](http://www.thomasnelson.com).

Thomas Nelson's stock is listed on the New York Stock Exchange (TNM-NYSE).