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THOMAS NELSON ANNOUNCES MAJOR BOOK FROM MAX LUCADO
GRACE: More Than We Deserve, Greater Than We Imagine
Coming September 2012

February 13, 2012, Nashville, TN—Thomas Nelson announces the next trade book from Max Lucado—***GRACE: More Than We Deserve, Greater Than We Imagine*** (Hardcover, September 18, 2012). This all-new book from pastor and internationally bestselling author Max Lucado marks his 29th adult trade book, and this is his first title to explore not only what grace is, but also what it does and why it is essential.

“Grace is God’s best idea,” Lucado explains. “His decision to ravage people by love, to rescue passionately, and restore justly—what rivals it? Of all his wondrous works, grace, in my estimation, is the *magnum opus*.”

In ***GRACE***, Lucado asks deeper questions about grace, avoiding easy platitudes. “Have you been changed by grace? Shaped by grace? Strengthened by grace? Emboldened by grace? Softened by grace? Snatched by the nape of your neck and shaken to your senses by grace?” He continues: “God’s grace has a wildness about it. A white-water, riptide, turn-you-upside-downness about it.”

Thomas Nelson will release ***GRACE*** with a \$250,000 launch budget, including:

- National print and online advertising through outlets such as ***Christianity Today, World Magazine, Outreach Magazine, Focus on the Family, and Salem Web Network, Christianity*** (UK), ***Living Light News*** (Canada) and ***Faith and Friends*** (Canada);
- Major consumer radio campaign, including **UpWords** one-minute broadcasts by Lucado featuring ***GRACE*** on 1500 radio stations during fall 2012;
- Social media marketing on **Twitter** (Twitter.com/MaxLucado), **Facebook** (Facebook.com/UpwordsMinistry), and **YouTube**;
- US and International publicity campaign targeting general market and Christian television, radio, and print outlets.

In addition, Lucado will embark on an international conference speaking tour to coincide with the release of ***GRACE***. The highlights of this tour include keynote speeches at multiple Women of Faith events, Women of Joy conference and World Mandate 2012. Lucado will also be the keynote speaker at two World Vision Canada events. Lucado spoke on the message of ***GRACE*** at the 2012 National Religious Broadcasters convention in February.

GRACE will also be featured in a worldwide simulcast on September 22, 2012. The two-hour simulcast will be marketed for broadcast to a nationwide network of hundreds of churches and small groups by in:caste events. <http://incastevents.com/lucadograce/>

Thomas Nelson is releasing a wide array of related products in the **GRACE** line, including a DVD-Based Conversation Kit, **Wild Grace** for teens, the full-color gift book **Grace Happens Here** and a pass-along booklet called **Shaped by Grace**. Nelson has also secured foreign licenses for **GRACE** in Portuguese, Dutch, Afrikaans, German and Italian. GrupoNelson is releasing the Spanish version of **GRACE** simultaneously.

Currently Lucado is featured daily in one-minute inspirational video segments on Trinity Broadcasting Network (TBN), reaching millions of viewers worldwide. These PSAs will be broadcast throughout the entirety of 2012.

Max Lucado is the leading inspirational author in United States. His writings have been shaped into bestselling books, videos, devotionals, songs, greeting cards, booklets, Bible studies and commentaries. More than 100 million Lucado products have been printed in 41 languages, including 80 million books to date. In his 25-year publishing career, Lucado's books have appeared on national bestseller lists such as **The New York Times, USA Today, Publishers Weekly** and **ECPA**. Lucado has been featured on countless national media outlets including **The TODAY Show, Good Morning America, Huckabee**, and **Fox & Friends**. Max and his wife of 30 years, Denalyn, call San Antonio, Texas, home. Max has served the people of Oak Hills Church for 25 years. <http://www.maxlucado.com>

Thomas Nelson is a leading provider of Bibles, products, and live events emphasizing Christian, inspirational and family value themes. For more information, visit its website <http://www.thomason.com>

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GRACE: More Than We Deserve, Greater Than We Imagine
By Max Lucado

RELIGION / CHRISTIAN LIFE / GENERAL

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