

PRESS RELEASE

For immediate release

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THIS IS OUR TIME

New Book from Trevin Wax Exposes Everyday Myths to the Light of the Gospel



NASHVILLE, Tenn. (December 2016) – *Christianity Today* named Trevin Wax one of 33 millennials shaping the next generation of evangelicals. And as former missionary to Romania as well as an author, scholar, podcaster, and Bible publisher, Wax is ideally positioned as a cultural commentator for Christians of his generation.

Wax's latest book, ***This Is Our Time: Everyday Myths in Light of the Gospel*** (March 1, 2017) provides snapshots of 21st-century American life in order to help Christians understand and respond to the times in which they live. By analyzing common beliefs and practices (smartphone habits, entertainment intake, shopping, sex, marriage, politics, and purpose), Trevin exposes the myths of society in light of the gospel.

"As faithful witnesses to Christ," writes Wax, "We must identify the longing behind society's most cherished myths (what is good, true, and beautiful), expose the lie at the heart of these myths (what is false and damaging), and show how the gospel tells a better story—one that exposes the lie but satisfies the deeper longing."

This Is Our Time features eight chapters which tackle modern myths such as:

- Your Phone Is a Myth-Teller
- Hollywood Is After Your Heart
- The North Pole and the Pursuit of Happiness
- Shopping for Happiness
- Never "At Home" in the City of Man
- Marriage Matters
- Sex Rebels
- As the World Wobbles



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"When we feel uncertain and confused about our rapidly changing society, we lack confidence in the gospel and in the power of the church. Many of us wonder: Are we truly up to the task of being faithful in this time?" writes Wax. "If we are to be faithful, we need to acknowledge our deep desires, and those of our contemporaries, even as we see through the myths our world embraces. Only then can we show how the gospel tells a better story, one that changes our hearts and habits."

B&H Publishing Group will support the book launch with a national publicity campaign, content marketing promotions both online and in print, national advertising, and promotions at major conferences including The Gospel Coalition 2017 National Conference, Shepherds' Conference, Exponential, Catalyst, and the Southern Baptist Convention. For more information about ***This Is Our Time***, visit www.bhpublishinggroup.com.

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Trevin Wax is Bible and Reference Publisher for LifeWay Christian Resources. A former missionary to Romania, Trevin hosts a blog at The Gospel Coalition and regularly contributes to *The Washington Post*, Religion News Service, *World*, and *Christianity Today*, which named him one of 33 millennials shaping the next generation of evangelicals. His previous books include *Counterfeit Gospels*, *Clear Winter Nights*, and *Gospel-Centered Teaching*.

Trevin earned his Ph.D. in Theology at Southeastern Seminary in Wake Forest, NC, and his Masters of Divinity at Southern Seminary in Louisville, KY. He and his wife Corina have three children.

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This Is Our Time: Everyday Myths in Light of the Gospel by Trevin Wax

Available March 2017 from B&H Publishing Group

ISBN: 978-1-4336-4847-2 **PRICE:** \$16.99

PAGES: 208 **FORMAT:** trade paper **TRIM:** 5.5" x 8.5"

CATEGORY: RELIGION/Christian Life/General

Review copies, reprint permission, and interviews are available.

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