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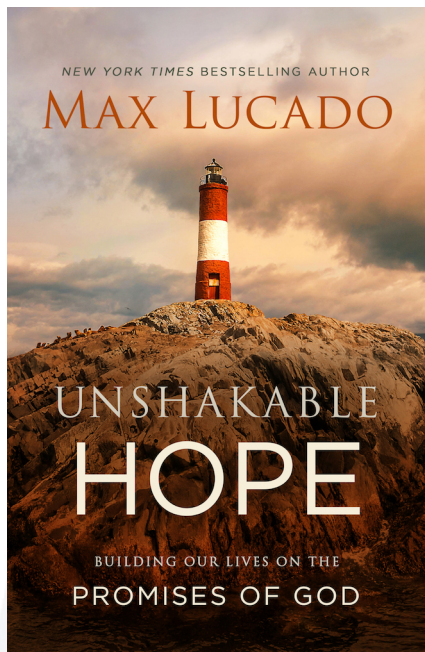


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MAX LUCADO SAYS NOW MORE THAN EVER: EVERYONE NEEDS *UNSHAKABLE HOPE*

TRADE BOOK AND CHURCH-WIDE CAMPAIGN TO LAUNCH AUGUST 2018



Nashville, TN (March 1, 2018) — *Who can we trust these days? Politicians or pundits? Doubtful. What can we count on for the rest of our lives? Our professions or popularity? Unlikely. In a world papered with empty promises, our hearts ache for a true promise keeper. We need a firm foundation for our souls.*

Pastor and bestselling author **Max Lucado** invites readers to discover that foundation in the promises of God. In his latest book, ***Unshakable Hope: Building Our Lives on the Promises of God***, Lucado points to more than 7,400 promises God has made to humanity throughout scripture. From the first chapter of the Bible, Lucado explains, God has proven to be the ultimate promise keeper.

Writes Lucado: “Build your life on the promises of God. Since his promises are unbreakable, your hope will be unshakable. The winds will still blow. The rain will still fall. But in the end you will be standing—standing on the promises of God.”

Lucado opens ***Unshakable Hope*** with a list of his most cherished promises kept by God throughout his 40+ years as a Christian. He then unpacks those twelve scriptural promises, which apply to every child of God. Lucado closes the book by challenging each reader to build their own book of promises faithfully kept by their Heavenly Father.

“The best book of promises is the one you and God are going to write together,” writes Lucado. “Search and search until you find covenants that address your needs. Clutch them as the precious pearls they are; hide them in your heart so they can pay dividends long into the future. When the Enemy comes with his lies of doubt and fear, produce the pearl. Satan will be quickly silenced. He has no reply for truth.”

In each chapter of ***Unshakable Hope***, Lucado describes the nature of God and how he uniquely fulfils his promises: “God’s promises are pine trees in the Rocky Mountains of Scripture: abundant, unbending, and perennial.”

Lucado applies God’s promises to every area of life, including insecurities, disappointments, depression, illness, condemnation, the Holy Spirit, the devil and the question of evil in the world. With a story-teller’s gift and a pastoral heart, Lucado guides readers into hope that is unchangeable and unsinkable. “The promises of God work. They can walk you through horrific tragedies. They can buoy you in the day-to-day difficulties. They are, indeed, the great and precious promises of God.”

Lucado has written ***Unshakable Hope*** with key “takeaways” for readers including:

- Stop fretting about the future and replace your hunches and others’ opinions with godly wisdom.

- Overcome a history of broken promises through relationship with the Promise Keeper.
- Experience complete security by confidently drawing near to God who knows you and loves you.
- Let go of weariness and worry and anchor your soul to the hope found in God and his promises.

The marketing campaign for ***Unshakable Hope*** has been specifically designed for church-wide engagement. The adult trade book will release simultaneously with two video curriculum options—one for adults and one for children. A Spanish edition, entitled *Esperanza Inconmovible*, an audiobook and multiple international editions will also launch in August. Additional titles in the ***Unshakable Hope*** line include *Praying the Promises: Build a Life of Unshakable Hope* by Max and his daughter Andrea Lucado, as well as *Unshakable Hope Promise Book: Student Edition*, a full-color picture book entitled *Promises from God: Unshakable Hope for Kids*, and a \$2.99 booklet *Our Ultimate Hope: 7 Days of Promise to Renew Your Soul*.

With more than 130 million products in print, **Max Lucado** is America's bestselling inspirational author. His writings have been shaped into bestselling books, videos, devotionals, songs, greeting cards, booklets, Bible studies, commentaries and theatrically-released movies. Lucado has been featured on countless national media outlets including The TODAY Show, Good Morning America, NPR's All Things Considered and Fox & Friends. Max and his wife of over 35 years, Denalyn, call San Antonio, Texas, home. Max has served the people of Oak Hills Church since 1988. www.maxlucado.com

Thomas Nelson is a world-leading publisher and provider of Christian content and has been providing readers with quality inspirational product for more than 200 years. As part of HarperCollins Christian Publishing, Inc., the publishing group provides multiple formats of award-winning Bibles, books, gift books, cookbooks, curriculum and digital content, with distribution of its products in more than 100 countries. Thomas Nelson is headquartered in Nashville, Tenn. For additional information visit www.thomasnelson.com.

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Unshakable Hope: Building Our Lives on the Promises of God

By Max Lucado

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