

MAX LUCADO

Author of

You Were Made for This Moment: Courage for Today and Hope for Tomorrow



Max Lucado is a pastor, speaker, and bestselling author who, in his own words, “writes books for people who don’t read books.” He serves the people of Oak Hills Church in San Antonio, Texas, and his message is for the hurting, the guilty, the lonely, and the discouraged: God loves you; let him.

His newest book, *You Were Made for This Moment: Courage for Today and Hope for Tomorrow* (Thomas Nelson, September 2021), is a relevant and timely release for a society still reeling from racial divides, political strife, and a global pandemic. **Lucado** demonstrated how he embraced his “moment” to minister in 2020, starting a daily video check-in. These messages have continued and have been viewed more than 42 million times since March 2020. In these videos as well as in his new book, Lucado encourages others to live fully in the grace and love of God, to step out in bold courage and faith, and to trust God for victory over all injustices.

As a writer, **Max** is known for combining poetic storytelling and homespun humor with the heart of a pastor. All of his trade books began as sermon series at Oak Hills Church, and his sermons all begin with Max asking himself this question: “**What can I say on Sunday that will still matter on Monday?**” He’s been dubbed “America’s Pastor” by *Christianity Today*, and “The Best Preacher in America” by *Reader’s Digest*.

Max’s books have sold more than 92 million copies in 54 languages worldwide and his books regularly appear on bestseller lists, including *The New York Times*. His writing has also been featured in Bible studies, Bible commentaries, songs, greeting cards, and even plush toys.

Max’s love for everyday people began during his childhood in the small town of Andrews, Texas. His father was an oilfield mechanic, his mother was a nurse, and **Max** spent a lot of his time either running from or running after his brother, Dee. **Max** grew rebellious in his teenage years, and after one specific drunken night, he began to wonder if there was more to life than parties and chasing girls. He now believes that if Jesus hadn’t found him, alcoholism would have been in his future.

After high school, **Max** attended Abilene Christian University and left with two degrees and a heart for following Jesus and helping others learn about him, too. He moved to Miami, Florida, and took a position as an associate pastor at a small church. This is where **Max** started writing about Jesus for the first time in the church’s monthly newsletter. Those columns were put together as a manuscript and sent to 15 publishers. Fourteen rejected his book, but the 15th said yes. That first book, *On the Anvil*, was published in 1985. Florida was also where **Max** met his wife, Denalyn. Together, they lived first in Miami and then spent several years in Rio de Janeiro, helping plant churches. They will celebrate 40 years of marriage in 2021.

During 2020, in addition to the daily video check ins, **Max** was featured on hundreds of media outlets including Fox News, Dave Ramsey Radio, KLOVE, TBN, CBN, Moody Radio, The FISH and Extra TV to name a few. He and his publisher started free online Bible studies on his bestselling books *Anxious for Nothing*, *You'll Get Through This*, and *Facing Your Giants* to respond to the COVID crisis.

Max and Denalyn live in San Antonio, Texas. They have three grown daughters, two sons-in-law, and two grandchildren.

Website: MaxLucado.com

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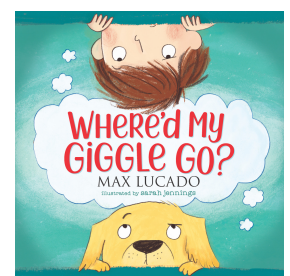
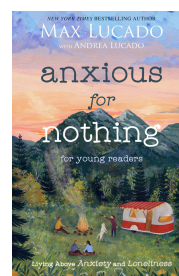
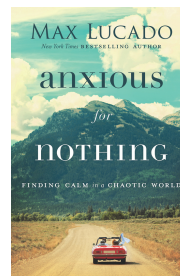
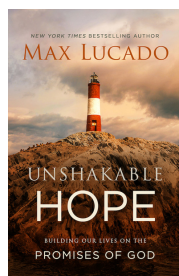
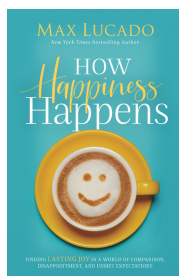
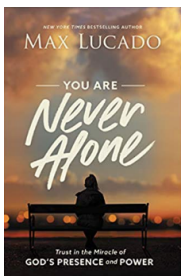
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Max Lucado Encouraging Word Podcast (1.6 million downloads in first 10 months)

MAX LUCADO STATS

- **2.4 million** followers on Facebook (facebook.com/MaxLucado)
- **1.3 million** followers on Twitter (twitter.com/MaxLucado)
- **293,000** followers on Instagram (instagram.com/maxlucado)
- **60,400** subscribers on YouTube (youtube.com/MaxLucadoOfficial)
- **1.6 million** podcast downloads in first 10 months (Launched 7/20/2020)
- **145 million** Max Lucado products in print
- **92 million** books in print (in 56 languages)
- **1 in 6** Americans are familiar with Max Lucado and **1 in 7** Americans have read a Lucado book
- Served Oak Hills Church in San Antonio as pastor since **1988**
- **42 million** video views during Coronavirus Check-Ins and Online Church since mid-March 2020
- **45%** growth in book sales during COVID months (compared to same months last year)



**You Were Made for This Moment:
Courage for Today and Hope for Tomorrow**

By Max Lucado

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