

MAX LUCADO

Author of *God Never Gives Up on You:*

What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love



Max Lucado is a pastor, speaker, and bestselling author with more than 145 million products in print, which have been translated into 56 languages and distributed across 80 countries worldwide. Known for delivering timeless messages of hope and encouragement in his signature writing style, combining poetic storytelling and homespun humor, Lucado is America's favorite and most prolific inspirational author.

If anyone suspects Max's writing success is God's reward for a life lived perfectly, Lucado will be the first to set the record straight – he is no super-saint. In his latest book, *God Never Gives Up on You: What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love* (Thomas Nelson, September 2023), Lucado unpacks the life and misdeeds of Old Testament

patriarch Jacob, and the author honestly reflects on some of his own struggles and flaws. Lucado explains that Jacob's imperfect life, like every imperfect human life, is exactly where God chooses to display perfect love and undeserved redemption.

During the first decade of his ministry, Max Lucado served churches in Miami, Florida, and in Rio de Janeiro, Brazil. Since 1988, he has served at Oak Hills Church in San Antonio, Texas. All of Lucado's trade books first begin as sermons to his beloved congregation – and his sermons all begin with Max asking himself, "What can I say on Sunday that will still matter on Monday?"

When a global pandemic broke out in 2020, Max began a daily video check-in to encourage people who felt fearful and isolated. The video messages were enthusiastically received and have been viewed more than 42 million times over the last 36 months (now published as The Lucado Encouraging Word Podcast). In addition to the daily video check-ins, Max found other ways to spread encouragement during the COVID crisis. Lucado and his publisher offered free online Bible studies for three of Max's books which matched the emotions of that season: *Anxious for Nothing*, *You'll Get Through This*, and *Facing Your Giants*. Max accepted more than 200 interview invitations during the second half of 2020 – from **Fox News**, **Dave Ramsey Radio**, **KLOVE**, **TBN**, **CBN**, **Moody Radio**, **The FISH**, **Extra TV**, and more – presenting messages of hope and comfort during that long season of uncertainty.

Lucado's prolific writing ministry has been recognized with numerous awards, including the **2021 ECPA Pinnacle Award** for outstanding contribution to the Christian publishing industry and society at large. His books have sold more than 120 million copies across 54 languages, and they regularly appear on bestseller lists, including *USA Today*, *Publishers Weekly* and *The New York Times*. His writing has been featured in Bible studies, Bible commentaries, songs, greeting cards, and even plush toys. Lucado has been dubbed "America's Pastor" by *Christianity Today*, and he was called "The Best Preacher in America" by *Reader's Digest*.

Max and Denalyn live in San Antonio, Texas and celebrated forty years of marriage in 2021. They have three grown daughters, three sons-in-law, and three grandchildren.

 @MaxLucado

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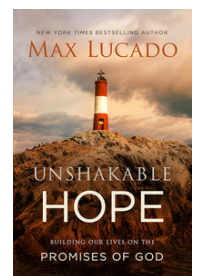
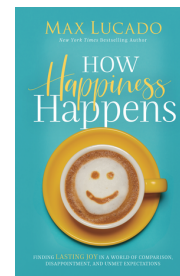
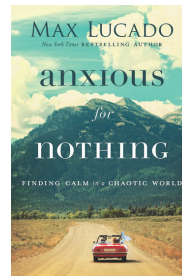
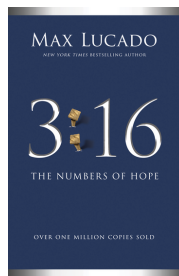
 @MaxLucadoOfficial

The Lucado Encouraging Word Podcast (6 million downloads)

www.MaxLucado.com

MAX LUCADO STATS (*as of 3/24/23)

- **2.4 million** followers on Facebook (facebook.com/MaxLucado)
- **1.3 million** followers on Twitter (twitter.com/MaxLucado)
- **343,000*** followers on Instagram (instagram.com/maxlucado)
- **83.1k** subscribers on YouTube (youtube.com/MaxLucadoOfficial)
- **6 million downloads** of *The Max Lucado Encouraging Word Podcast* (since 7/20/20 launch)
- **145 million** Max Lucado products in print
- **92 million** books in print (in 56 languages)
- **1 in 6** Americans are familiar with Max Lucado
- **1 in 7** Americans have read a Lucado book
- Pastor at Oak Hills Church since 1988 (San Antonio, TX)



God Never Gives Up on You: What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love By Max Lucado

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