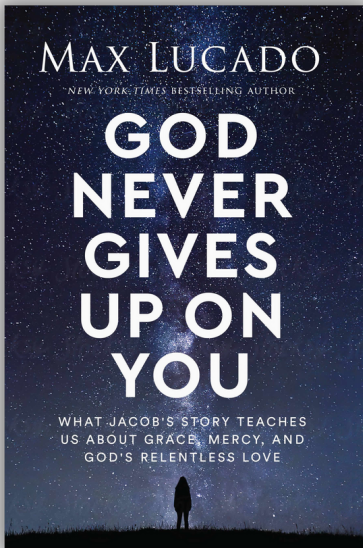




GOD NEVER GIVES UP ON YOU

Max Lucado Offers Refresher Course on How God Uses Imperfect People to Do Great Things



Nashville, TN, (March 2023) — *Are you part saint and part scoundrel? Do your breakdowns outnumber your breakthroughs? Does doubt put a dent in your faith?* Pastor and bestselling author **Max Lucado** has been there – wondering how God could love him in the middle of his mess. But he has also seen that our very imperfect human lives are exactly where the God of second chances meets us.

Max Lucado's 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 12, 2023), offers hope for all who struggle and fumble.

Lucado writes, "If you are a 'super saint,' this book is not for you. If your halo never tilts, your faith never wavers, your Bible never closes, and your feet never stray from the straight and narrow, let me save you some time. You won't relate to this story. If you are like me and you need no reminder of your failures, however, we could all use a refresher course on God's perfect plan to use imperfect people to do great things."

Max Lucado is America's bestselling inspirational author, with more than 145 million products in print. His message, whether in print, audio or video formats, is relentlessly focused on God's grace and love around the globe. The Max Lucado Encouraging Word Podcast has garnered more than six million downloads in just over two years. Lucado has been featured in prominent national media outlets including *Good Morning America*, *Fox & Friends*, CNN, *The Today Show*, and *USA Today*. Nearly five million people follow him across social media platforms.

In *God Never Gives Up on You*, Lucado spotlights the Old Testament story of Jacob, whose messed-up life is a perfect example of God redeeming what seems unredeemable. Lucado recounts the pieces of Jacob's life that could have disqualified him from God's love – deceit, competition, and betrayal. Then he points the reader to a very personal question: If God could love and use Jacob, might he be willing to do the same with me? Lucado's latest book encourages readers to:

- ▶ Learn to see the ways God turns brokenness into blessings
- ▶ Overcome shame and negative thoughts by embracing who they are in the eyes of a loving, merciful God
- ▶ Strengthen relationships by leading a life marked by grace and forgiveness for self and other

**Our God is the God
of those who
struggle and
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barely making it.**

Press Release

“Our God is the God of those who struggle and scrape, sometimes barely making it, hanging on for dear life,” writes Max. “We don’t have to be strong to be saved. We don’t have to be perfect to be redeemed. We simply need to trust the God of Jacob, believing in a God who sticks with the unworthy and underachievers until we are safely home. He is the God of second chances and new beginnings. The God of grace. His grace never quits.”



About Max Lucado

Max Lucado is known for combining poetic storytelling and homespun humor with the heart of a pastor. His trade books all begin as sermon series at Oak Hills Church, and his sermons all start 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 regularly appear on bestseller lists, including *The New York Times*, *Publishers Weekly*, *USA Today* and *The Wall Street Journal*. His writing has also been featured in Bible studies, Bible commentaries, songs, animated videos, greeting cards, and even plush toys. Learn more at maxlucado.com.

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The Lucado Encouraging Word Podcast (6 million downloads)

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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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