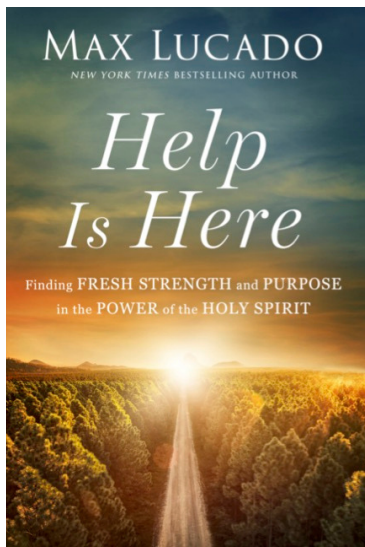




GOD HELPS THOSE WHO... ADMIT THEY CAN'T DO IT ON THEIR OWN

Pastor Max Lucado Reassures Readers That "Help is Here"



Nashville, TN (April 2022) — Two years after the arrival of Covid-19, the signs are everywhere. HELP WANTED. Restaurants are short staffed. Parents are exhausted. Teenagers are anxious. And once our human resources are depleted, we can't help ourselves or anyone else. We need help.

In his latest book, *Help Is Here* (Thomas Nelson, September 13, 2022), *New York Times* bestselling author **Max Lucado** helps readers drop toxic self-sufficiency and embrace the power of God. **Lucado** writes, "Challenges come with life, but they need not define our lives. Help is here! No more walking this path alone. No more carrying weight you were not intended to bear."

Max Lucado is America's bestselling inspirational author, with more than 145 million products in print. *The Max Lucado Encouraging Word Podcast* has topped three million downloads in under two years, and **Lucado** has more than four million followers across social media platforms. As one of the most influential modern-day pastors (Teaching Minister at Oak Hills Church in San Antonio, TX), **Max Lucado** has been featured in many national media outlets including *Fox & Friends*, *Good Morning America*, *CNN*, *The Today Show*, *USA Today* and more.

The old saying goes: God helps those who help themselves. Yet **Lucado** suggests the inverse is more accurate – God helps those who admit they can't do life on their own, those who rely on God. For readers who are running on empty, **Lucado** reminds them that God's help is available to do what they cannot do for themselves. God's strength is available to every person, ready to empower authentic, meaningful lives and to assist in finding each person's purpose.


Max Lucado is available for both in-studio and virtual interviews to coincide with the release of his book *Help is Here* (Tuesday, September 13, 2022) and with "World Kindness Day" (Sunday, November 13, 2022). **Lucado** believes that society will change for the better as humans being relying on God and sharing God's loving kindness with others.


About Max Lucado

Max Lucado is a pastor, speaker, and bestselling author with more than 145 million products in print that have been translated in 56 languages and distributed in 80 countries worldwide. **Max** entered the ministry in 1978. As a writer, **Max** is known for combining poetic storytelling and homespun humor with the heart of a pastor. He's been dubbed "America's Pastor" by *Christianity Today*, and "The Best Preacher in America" by *Reader's Digest* and is the recipient of the 2021 Evangelical Publishers Association Pinnacle Award for outstanding contribution of his writing, both to the publishing industry and to society at large. Learn more at maxlucado.com.




Press Release

 @MaxLucado

 @MaxLucado

 @MaxLucado

 @MaxLucadoOfficial

The Lucado Encouraging Word Podcast (3.8 million downloads)

www.MaxLucado.com

Thomas Nelson is a world leading publisher and provider of Christian content. With over 250 new, original books and Bibles published each year and distributed in more than 100 countries, translating content in more than 65 different languages, Thomas Nelson is committed to one central mission: inspiring the world by meeting the needs of people with content that promotes biblical principles and honors Jesus Christ. As part of HarperCollins Christian Publishing, Inc., the publishing group provides multiple formats of award-winning Bibles, books, gift books, cookbooks, curricula and digital content, with distribution of its products in more than 100 countries.

Help is Here:

Finding Fresh Strength and Purpose in the Power of the Holy Spirit

By Max Lucado

Available from Thomas Nelson • September 13, 2022 • Price: US \$26.99 • Pages: 240 • Format: Hardcover • ISBN-13: 978-1400224814

Review copies, reprint permission and interviews are available.

Contact Jana Muntsinger, McClure Muntsinger Public Relations, 832.247.9308, jana@mmpublicrelations.com

Suggested Interview Questions for Pastor Max Lucado

- ▶ Americans are worn down after two years of a pandemic. What do you say to people who are running on empty in every way?
- ▶ You write in the book "This is the age of much know-how and very little know-why." What does that mean and why do you say that?
- ▶ An increasing number of people consider themselves "spiritual but not religious." Your new book invites people to live with more spiritual power. Can you tell us more?
- ▶ Sunday, November 13 is "World Kindness Day." How does God's spirit empower Christians to live with more kindness in the face of challenges?
- ▶ Americans are more polarized than ever, politically and religiously. Can greater reliance on God's spirit bring people together? How and why?

MAX LUCADO STATS

- **2.4 million** followers on Facebook (facebook.com/MaxLucado)
- **1.3 million** followers on Twitter (twitter.com/MaxLucado)
- **315,000** followers on Instagram (instagram.com/maxlucado)
- **75,200** subscribers on YouTube (youtube.com/MaxLucadoOfficial)
- **3.8 million downloads** of *The Max Lucado Encouraging Word Podcast* (since launch on 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
- **1 in 7** Americans have read a Lucado book
- Served Oak Hills Church in San Antonio as pastor since 1988