



For Immediate Release

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K-LOVE BOOKS & THE SALVATION ARMY ANNOUNCE BOOK GIVEAWAY PROGRAM FOR *THE BIBLE FOR ME: BIBLE STORIES & PRAYERS*

K-LOVE'S FIRST KIDS BOOK WILL BE SHARED WITH FAMILIES IN NEED VIA
"1 FOR 1" RETAIL CAMPAIGN LAUNCHING FEBRUARY 22, 2022

Nashville, Tenn. (January 14, 2022) – K-LOVE Books proudly announces its first resource for children, ***The Bible for Me – Bible Stories & Prayers***, set to launch February 22, 2022. Popular children's storytellers Mike Nawrocki and Amy Parker, with illustrator Taylor Thompson, help young children explore Bible stories that highlight God's endless love for them.



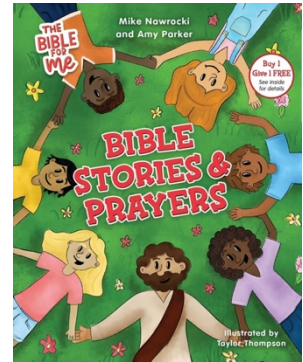
K-LOVE Books will launch ***The Bible for Me – Bible Stories & Prayers*** with a **1 for 1** book giveaway program sponsored by K-LOVE, The Salvation Army, and the Awakening Foundation. For each book purchased between February 22 through the end of 2022 (everywhere books are sold), one book will be shared with a family in need via The Salvation Army and The Awakening Foundation.

"The Salvation Army's mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination," said Commissioner Kenneth G. Hodder, National Commander of The Salvation Army. "This **1 for 1** partnership empowers The Salvation Army to offer ***The Bible for Me: Bible Stories & Prayers*** to parents and children via more than 7,000 centers of operation around the country. We believe it's a unique opportunity to bring families together through the powerful stories of the Bible."

"We are honored to have Mike Nawrocki and Amy Parker co-author K-LOVE's very first book for children, ***The Bible for Me: Bible Stories & Prayers***," says Bill Reeves, CEO of Educational Media Foundation (EMF) and K-LOVE Books. "And we're deeply grateful to our ministry partners, The Salvation Army and The Awakening Foundation, who make it possible to share stories of God's love with families in need."

The Bible for Me – Bible Stories & Prayers is written by bestselling Christian children's author Amy Parker and VeggieTales® co-creator Mike Nawrocki, who have introduced tens of millions of children to Bible stories

through their books and videos. The 50 stories selected (25 from the Old Testament and 25 from the New Testament) unfold the story of God's people with a focus on God's great love. Each reading includes a prayer which can be easily tailored with a child's name, making each story uniquely personal.



“We know that an early understanding of God's Word plays a vital role in establishing a lifelong foundation of faith,” write co-authors Mike Nawrocki and Amy Parker. “We hope *Bible Stories & Prayers* helps parents and grandparents introduce children to God's endless love for them.”

Additional national marketing and media plans for *The Bible for Me – Bible Stories & Prayers* include:

- ✦ Pre-sale campaign featuring 52 coloring pages plus the audiobook read by Mike Nawrocki and Amy Parker – available to all who purchase a book prior to February 22
- ✦ Podcast series will air on *The Bible for Kids Podcast* (30k monthly downloads), which is hosted by Mike Nawrocki & Amy Parker and featured on the Christian Parenting Podcast Network
- ✦ K-LOVE/Air1 promotion reaching 14 million weekly listeners, alongside radio/podcast advertising and email marketing to millions of supporters
- ✦ Extensive print and social media marketing reaching parents and grandparents before Easter
- ✦ National publicity campaign to include author interviews with Mike Nawrocki and Amy Parker



AUTHORS Mike Nawrocki (co-creator of VeggieTales® and voice of Larry the Cucumber) and Amy Parker (*Night Night Prayer* books) have shared Bible stories with tens of millions of children through books and videos. They are co-hosts of the popular *The Bible for Kids Podcast* and co-authors of *The Bible for Me: Bible Stories and Prayers* (February 2022, K-LOVE Books).

K-LOVE BOOKS is an imprint of EMF Publishing. Educational Media Foundation (EMF) is the parent organization of K-LOVE and Air1 radio and the AccessMore podcast network.

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The Bible for Kids - Bible Stories & Prayers

Written by Mike Nawrocki and Amy Parker

Illustrated by Taylor Thompson

<https://www.klove.com/books/bible-stories-and-prayers>

Available February 22, 2022, from K-LOVE Books

Preview via NetGalley [here](#)

Hardcover: ISBN 978-1-954201-21-7, 352 pages, 6" x 7" trim, U.S. \$19.95

eBook: ISBN 978-1-954201-22-4, U.S. \$9.99

Audiobook: ISBN 978-1-954201-23-1, U.S. \$24.95 (March 2022)

Review copies and author interviews are available upon request.

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