



FOR IMMEDIATE RELEASE

Media contact: Pamela McClure, 615-294-5073
Pamela@mmpublicrelations.com

EVERY MOMENT HOLY, VOL. III, THE WORK OF THE PEOPLE **DEBUTS AT #10 ON PW BESTSELLER LIST**

SERIES SALES HIT 350,000 – EXPECTED TO TOP 400,000 BY YEAR-END

Nashville, TN (November 20, 2023) – Rabbit Room Press announces that ***Every Moment Holy, Vol. III: The Work of the People*** has debuted at #10 on the *Publishers Weekly* Hardcover Frontlist Nonfiction bestseller list (week of November 11). This is the first time an ***Every Moment Holy*** volume has appeared on a *Publishers Weekly* bestseller list. The new volume has also taken the #1 spot for its Amazon category. ***Every Moment Holy*** is the top-selling series for Rabbit Room Press with more than 350,000 copies sold; total sales are expected to top 400,000 by year-end.

Pete Peterson, the publisher at Rabbit Room Press, credits series author Douglas Kaine McKelvey and series illustrator Ned Bustard for the unique appeal of the ***Every Moment Holy*** series, “Once readers discover ***Every Moment Holy***, they are eager to gift the books to friends and family. These rich, beautiful books help individuals and families honor the sacred purpose and eternal hope found in everyday moments of life.”

Enthusiastic word of mouth from readers, faith leaders, and influencers quickly made ***Every Moment Holy*** a modern classic. ***Every Moment Holy, Volume II*** released in 2021, featuring liturgies for death, grief, and hope, was embraced by those who were weary of pandemic life and loss. ***Every Moment Holy, Volume III*** offers the most diverse and expansive collection of liturgies and illustrations to date, with contributions from five dozen writers and artists. The ***Every Moment Holy*** product group will introduce its first hardcover journal, ***Every Moment Holy: Prayer Journal***, on January 12, 2024. ***Every Moment Holy*** books are available at the Rabbit Room store (store.rabbitroom.com), Amazon, and local booksellers (distribution via Ingram and APG).



The launch of ***Every Moment Holy, Vol. III*** is supported by print and digital advertising, a national publicity campaign, and outreach to social media influencers. ***Every Moment Holy*** books have been featured in national media outlets such as the Atlanta Journal-Constitution, Christianity Today, That Sounds Fun Podcast, Good Grit magazine, Rhythms for Life Podcast, FamilyLife Today, The Crystal Paine Show, Nothing is Wasted Podcast, The Conversation with Adam Weber Podcast, Raising Boys & Girls Podcast, Hearing Jesus Podcast, and more.

DOUGLAS KAINE MCKELVEY is an author, song lyricist, scriptwriter, and video director. He has penned more than 350 lyrics recorded by artists such as Switchfoot, Kenny Rogers, Sanctus Real, and Jason Gray. Doug and Lise McKelvey, the parents of three young adults, live near Nashville, TN. everymomentholly.com

NED BUSTARD is a graphic designer, illustrator, and printmaker for World’s End Images, the creative director for Square Halo Books, Inc., and curator of the Square Halo Gallery. He is on staff with CIVA (Christians in the Visual Arts) and is on the boards of the ASCHA (Association of Scholars of Christianity in the History of Art) and The Row House, Inc. worldsendimages.com

THE RABBIT ROOM cultivates and curates stories, music, and art to nourish Christ-centered communities for the life of the world. Conceived in 2007 as an experiment in creative community, The Rabbit Room put down roots in a 150-year-old farmhouse in Nashville, Tennessee. The community’s creative ventures now include a podcast network, book store, Rabbit Room Press, and live events including the annual Hutchmoot conference. www.rabbitroom.com

###

PRESS INQUIRIES: Pamela McClure, MMPR: pamela@mmpublicrelations.com, 615-294-5073
Interviews with Douglas Kaine McKelvey and Ned Bustard are available upon request.