



Worn-Down By Weariness in This World? Pastor Max Lucado Believes You Were Made for this Moment to Overcome Life's Difficulties

New Book Shows How the Bible Story of Esther is Essential & Relevant in 2021



Nashville, TN, (May 2021) — Our society is reeling from social injustice, racial tension and political conflicts. Individuals feel burdened by despair, defeat, and depression. *New York Times* bestselling author and “America’s Pastor,” **Max Lucado**, delivers a timely message of hope and encouragement by examining a little-considered Jewish story of Queen Esther in the Bible. **Lucado** demonstrates how Esther is an ideal role model for modern readers who need renewed confidence in 2021 to face personal difficulties and languishing doubts.

In his all-new, never before published book, *You Were Made for This Moment: Courage for Today and Hope for Tomorrow* (Thomas Nelson, September 2021), Lucado discusses how each person is created specifically for this moment in time, to play important roles in God's story. **Lucado** - with his signature compelling and applicable stories - shows how God works powerfully in ordinary people under extraordinary stress.

“Esther was written for the emotionally weary, written for the person who feels outnumbered by foes, outmaneuvered by fate, and outdone by fear,” writes **Lucado** with this promise. “You don’t have to be undone by turbulent times; you can be unleashed. You were made for this moment.”

You Were Made for This Moment encourages readers that even when their world feels “wrapped in winter” they can find hope and inspiration by:

- Reclaiming their eternal identity as a citizen of heaven,
- Putting their hope in the God of grand reversals,
- Cultivating courage for their challenging times; and,
- Discovering their role in God’s story.

Currently serving as Teaching Pastor at Oak Hills Church in San Antonio, TX, **Lucado** describes how the story of Esther is the same story of the entire Bible, even of all humanity. “The theme of the book of Esther, indeed, the theme of the Bible, is that all injustices of the world will be turned on their head. When we feel like everything is falling apart, God is working in our midst, causing everything to fall into place. He is the king of quiet providence ... and he invites you and me to partner in his work.”

Max Lucado embraced his own “moment” in 2020 during the pandemic lockdown by starting a daily video check-in to encourage people during an extraordinary time of stress and anxiety. These videos have now been viewed more than 42 million times since March 2020. He also wrote *You Were Made for this Moment* during the pandemic, making his wise observations even more applicable and powerful. Through the story of Esther, Lucado reveals a God of “the big plot twist,” capable of turning any story—even his own—in a surprising new direction.

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In God's hands no script is predictable, no storyline is inevitable, no outcome is certain," Lucado explains. "He is ever a turn of the page from a turn-on-a dime turnaround. For heaven's sake, look in the Bethlehem barn. Who saw this coming? Or, better asked, who saw him coming? He is the God of grand reversals."

"The greatest reversal occurred in a cemetery outside of Jerusalem. Jesus the Christ was Jesus the corpse. No pulse. No breath. No hope. Wrapped tighter than an Egyptian mummy; three days dead in a borrowed tomb."



He uses the stories of God getting the final word to encourage readers to keep believing, in spite of difficult days. "Who's to say God doesn't have a reversal in your future? Don't let the middle of the story confuse you. Don't be thrown off by the prosperity of the wicked or the seeming success of the evil people of the world. Instead, set your eyes on the author of your salvation."

Lucado adds: "Don't measure the height of the mountain. Ponder the power of the one who made it. Don't tell God how big your storm is. Tell the storm how big your God is. Your problem is not that your problem is so big, but that your view of God is too small."

Max Lucado entered the ministry in 1978 and has served churches in Miami, Florida; Rio de Janeiro, Brazil; and San Antonio, Texas. He currently serves as Teaching Minister of Oak Hills Church in San Antonio. He is America's bestselling inspirational author with more than 145 million products in print. He's been dubbed "America's Pastor" by *Christianity Today*, and "The Best Preacher in America" by *Reader's Digest*. He was awarded the ECPA Pinnacle Award in 2021 for outstanding contribution to publishing. Visit his website at MaxLucado.com.

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Max Lucado Encouraging Word Podcast (1.6 million downloads in first 10 months)

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You Were Made for This Moment: Courage for Today and Hope for Tomorrow

By Max Lucado

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