

**For Immediate Release**

Contact: Jana Muntsinger, MMPR, [jana@mmpublicrelations.com](mailto:jana@mmpublicrelations.com), 832-247-9308

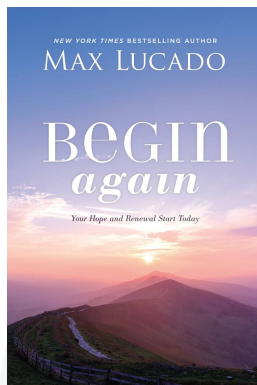


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**AS TUMULTUOUS 2020 CONCLUDES,  
BESTSELLING AUTHOR MAX LUCADO REMINDS READERS  
THAT GOD IS IN THE BUSINESS OF FRESH STARTS  
*BEGIN AGAIN: YOUR HOPE AND RENEWAL START TODAY* RELEASES 12-29**

**Nashville, TN** — The year 2020 will be remembered as one of the most globally challenging years in history. Much has been lost, and many who carry the weight of those losses are longing for relief. **Max Lucado**, called “America’s Pastor” by *Christianity Today* and Extra TV, addresses the weariness felt by all who have lost jobs, health, family members, or cherished dreams. “Are you struggling with sadness, pain, or disappointment? If so, take heart. A new chapter awaits you,” Lucado writes, “God is in the business of fresh starts.”



A beloved *New York Times* bestselling author, Max Lucado focuses his latest book on God’s promises to restore and renew. ***Begin Again: Your Hope and Renewal Start Today*** (December 2020, Nelson Books). This new compilation includes previous writing as well as original, never-before-published content from Max. He assures readers of new possibilities ahead, encouraging them to:

- Believe Your Trustworthy God**
- Enjoy God’s Good Gifts**
- Ground Yourself in His Promises**
- Influence Your World**
- Nurture an Eternal Perspective**

**Max Lucado** is the leading inspirational author in the United States with more than 140 million books in print in over 54 languages. His writings have been shaped into bestselling books, videos, devotionals, songs, greeting cards, booklets, Bible studies, commentaries and theatrically-released movies. According to a LifeWay national survey, 1 in 6 Americans are familiar with Max Lucado and 1 in 7 Americans have read a Lucado book. During the first 45 days of the Coronavirus, Lucado has had more than 10 million views of his daily online video “check-ins” and online church services. Lucado has been featured on countless national media outlets including The TODAY Show, Good Morning America, Huckabee, and Fox & Friends. Max and Denalyn, his wife of 39 years in August 2020, call San Antonio, Texas, home. Max has served the people of Oak Hills Church since 1988. [www.maxlucado.com](http://www.maxlucado.com)

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