

For Immediate Release

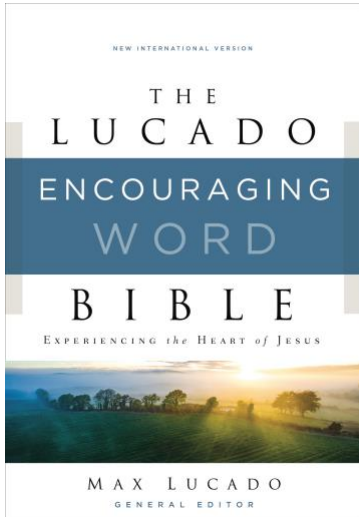
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THOMAS NELSON
Since 1798

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**NELSON BIBLES ANNOUNCES THE RELEASE OF
LUCADO ENCOURAGING WORD BIBLE
EXPANDED DEVOTIONAL BIBLE FEATURES MAX LUCADO'S
ENCOURAGING PERSPECTIVE ON SCRIPTURE**



Nashville, TN — Nelson Bibles and Pastor Max Lucado have labored more than three years to revise and expand the **Lucado Encouraging Word Bible** (February 2020, Nelson Bibles). Max Lucado's popular devotional Bible first released in 1995 and has sold more than three million copies across all editions and formats. This revised version of the **Lucado Encouraging Word Bible** is designed to encourage readers, illuminate Bible truths, and promote scripture application.

"Life has a way of pulling us under. But God has a way of pulling us up—through His words in the Bible," writes Max Lucado. "Let God give you what you need. Let Him give you His encouraging Word."

The updated edition of the **Lucado Encouraging Word Bible** releases February 2020 with new elements in design, content, and application. The Bible will be available in its original New King James Version (NKJV)

translation as well as the New International Version (NIV) translation – the first Lucado Bible to feature the NIV translation.

Features of the revised *Lucado Encouraging Word Bible* include:

- Fully redesigned and expanded by Max Lucado and his team (based on the million-selling *Life Lessons Bible*)
- 98 **new** "People of the Word" articles encourage readers through the lessons learned by characters throughout the Bible
- 691 "For Your Journey" marginal notes mix storytelling with biblical context to lead into a deeper walk with the Lord
- 115 "Jesus Through the Bible" and "Growing in Christ" articles provide both inspiration and practical lessons
- 30-day personal or group Bible study enriches readers' knowledge of the Bible
- "God Cares for You" and "Growing Up Spiritually" verses are subject-specific and increase Bible knowledge and application
- "Where to turn when . . ." Scripture reference list offer biblical answers to life's challenges
- Dotted margin space for journaling or note-taking
- Bible book introductions contain a brief outline of the book and an introduction written by Max Lucado
- Bible reading plan
- Full-color maps
- Clear and readable Comfort Print® 9-point type size

Nelson Bibles has constructed a robust marketing plan for the **Lucado Encouraging Word Bible** including harnessing Lucado's active social media channels and outreach to key influencers. A national publicity campaign launches early 2020, including select national interviews with Max Lucado and Bible giveaways for online and broadcast outlets.

“Max’s warm, conversational style is woven throughout the entire Bible,” says Philip Nation, Vice President and Publisher for Thomas Nelson Bibles. “The **Lucado Encouraging Word Bible** will help people see the relevance and truth of Scripture, and is a beautiful gift for all who could use hope and encouragement.”

Max Lucado is America’s bestselling inspirational author, with more than 130 million products in print,. His writings have been shaped into bestselling books, videos, devotionals, songs, greeting cards, booklets, Bible studies, commentaries and theatrically-released movies. Lucado has been featured on countless national media outlets including The TODAY Show, Good Morning America, NPR’s All Things Considered and Fox & Friends. Max and his wife of over 35 years, Denalyn, call San Antonio, Texas, home. Max has served the people of Oak Hills Church since 1988. www.maxlucado.com

About Thomas Nelson: Thomas Nelson is a world leading publisher and provider of Christian content and has been providing readers with quality inspirational product for more than 200 years. As part of HarperCollins Christian Publishing, Inc., the publishing group provides multiple formats of award-winning Bibles, books, gift books, cookbooks, curriculum and digital content, with distribution of its products in more than 100 countries. Thomas Nelson is headquartered in Nashville, TN. For additional information visit www.thomason.com.

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January 2020

The Lucado Encouraging Word Bible
Max Lucado, General Editor

www.MaxLucado.com

Available in NIV and NKJV translations: February 2020

NIV editions:

NIV Hardcover Grey + \$54.99 + ISBN: 9-7807-1807-5453
NIV Leathersoft Brown + \$79.99 + ISBN: 9-7807-1809-9312
NIV Leathersoft Brown Indexed + \$89.99 + ISBN: 9-7807-8520-3797
NIV Leathersoft Navy + \$79.99 + ISBN: 9-7807-8520-3605
NIV Leathersoft Navy Indexed + \$89.00 + ISBN: 9-7807-8520-3605
NIV ePub + \$43.99 + ISBN: 9-7807-8520-7320

NKJV editions:

NKJV Hardcover Grey + \$54.99 + ISBN: 9-7807-1807-5477
NKJV Leathersoft Brown + \$79.99 + ISBN: 9-7807-8520-8242
NKJV Leathersoft Brown Indexed + \$89.99 + ISBN: 9-7807-8520-7405
NKJV Leathersoft Navy + \$79.99 + ISBN: 9-7807-8520-7405
NKJV Leathersoft Navy Indexed + \$89.00 + ISBN: 9-7807-8520-7412
NKJV ePub + \$43.99 + ISBN: 9-7807-8520-3599

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