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Max Lucado on...EVERYTHING!

Thomas Nelson Releases *Max on Life*, a Q&A with “America’s Pastor”

Nashville, TN—*New York Times* Best-selling author and pastor Max Lucado is releasing his first compilation of questions and answers in ***Max on Life: Answers and Inspiration for Today’s Questions*** (Thomas Nelson, April 2011). Written with candor, humor and a pastor’s heart, ***Max on Life*** is like an advice column from one of the most respected and admired voices in religion – Max Lucado. Lucado’s answers are drawn from the wisdom and experience of more than 30 years of preaching. ***Max on Life*** is graced with Lucado’s typical conversational writing style and practical application.

More than 60% of ***Max on Life*** is never-before published material from Max’s sermons, emails, letters and conversations. Says Lucado: “There are a lot of questions in this world, and there’s no way one book can answer them all. Yet 25 years of ministry has given us an opportunity to receive and answer a lot of them.”

Max on Life covers a broad range of topics, from personal morality (infidelity, abortion, divorce, sex) to spiritual theology (Holy Spirit, baptism, healing, hell, resurrection) to societal issues (poverty, wealth, war, loneliness, justice, raising children). But Lucado doesn’t want readers to believe he knows it all: “I have never tried to position myself as one who has all of the answers, but I can sure give some of my thoughts and experiences to the big questions of life.”

The questions featured in ***Max on Life*** represent the wide range of inquires Lucado has personally received during his years as a pastor. The book’s content is broad and varied, categorized into seven topical sections:

- HOPE—God, Grace, and “Why am I here?”
- HURT—Conflict, Calamities, and “Why me?”
- HELP—Prayer, Scripture, and “Why church?”
- HIM/HER—Sex, Romance, and “Any chance of a second chance?”
- HOME—Diapers, Disagreements, and “Any hope for prodigals?”
- HAVES/HAVE-NOTS—Work, Money, and “Where’s the lifeline?”
- HEREAFTER—Cemeteries, Heaven, Hell, and “Who goes where?”

Thomas Nelson is supporting ***Max on Life*** with a multi-faceted marketing plan including national online and print advertising, social networking, video campaign partnerships with various major websites, and promotion of the book on “UpWords,” Lucado’s daily broadcast heard on more than 1500 radio stations. In addition, a DVD-based small group kit will be produced by award-winning Bluefish TV. Max Lucado will also be participating in a major-outlet national publicity campaign for Easter 2011.

Max Lucado has more than 100 million products in print, of that 80 million products are books, and a publishing career spanning 25 years. Many of his titles have been on national bestsellers lists like **The New York Times**, **USA Today**, **Publishers Weekly** and **ECPA**. Lucado has been featured on many national media outlets including **The TODAY Show**, **Good Morning America** and **Fox & Friends** in the last year. Max and his wife Denalyn live in San Antonio, Texas, where he is Minister of Preaching at Oak Hills Church.

Thomas Nelson is a leading provider of Bibles, products, and live events emphasizing Christian, inspirational and family value themes. For more information, visit its website www.thomasnelson.com.

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December 2010

Max on Life: Answers and Inspiration for Today's Questions

By Max Lucado

Available April 2011 from Thomas Nelson

www.thomasnelson.com or www.maxlucado.com

ISBN: 978-0-8499-4812-1 Religion/Christian Life/General

6.12" x 9.25" 272 pages \$24.99 Jacketed Hardcover

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