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## Pre-Release Campaign for *She Reads Truth™ Bible* Explodes Expectations

Publisher Trevin Wax Confirms Multiple Thousands Sold Before Release Date

**NASHVILLE, Tenn. (April 12, 2017)** – Holman Bibles confirms the pre-sale campaign for the *She Reads Truth™ Bible* has enjoyed unprecedented success. According to Bible Publisher Trevin Wax, the advance campaign far exceeded all expectations and set a new record for number of Bibles sold during a pre-sale effort. *The She Reads Truth™ Bible* is one of the first releases in the newly revised Christian Standard Bible® (CSB) version.

“The *She Reads Truth™* community has been waiting for a Bible like this one. And their enthusiastic advance support has blown away our expectations,” says Trevin Wax, Bible and Reference Publisher, Holman Bibles, B&H Publishing Group. “Multiple thousands of copies of the *She Reads Truth™ Bible* have been pre-ordered, yet this study Bible doesn’t officially release until April 15.”

Inspired by the She Reads Truth™ mission of “Women in the Word of God Every Day,” the design of the *She Reads Truth™ Bible* highlights the beauty, goodness and truth of Scripture. The *She Reads Truth Bible* is available in a variety of formats and as of April 15 will be available everywhere books and Bibles are sold. Its online presence is most prominent at [www.SheReadsTruthBible.com](http://www.SheReadsTruthBible.com). In the last three weeks, this website has welcomed more than 50,000 unique visitors and nearly 200,000 page views.

As part of the campaign, through the website, She Reads Truth™ has released an overview video showcasing the Bible, as well as eight additional videos looking deeper at the intentional design of the Bibles and the heart behind helping women grow closer to Christ. Since the launch of the branded Bible site, these videos have been viewed more than 40,000 times.



**She Reads Truth™** has become the fastest growing Bible reading community online, connecting with more than one million women via its website, mobile app and social media platforms. Founders Raechel Myers and Amanda Bible Williams launched a multi-year partnership in 2015 between B&H Publishing Group, LifeWay Christian Resources and She Reads Truth™. The *She Reads Truth™ Bible* is of the first Bibles published in the Christian Standard Bible® (CSB) translation.

Holman Bibles and **She Reads Truth™** are supporting the book launch with a national publicity campaign, online promotions through the She Reads Truth™ platforms, multiple videos showcasing features of the *She Reads Truth™ Bible*, national advertising, extensive giveaways and ministry partnerships. The *She Reads Truth™ Bible* follows the first trade book from Myers and Williams, *She Reads Truth: Holding Tight to Permanent in a World That's Passing Away*

(October 2016, B&H Publishing).

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**Raechel Myers** is always on the lookout for beauty, goodness, and truth in everyday life. Co-founder and CEO of She Reads Truth™, Raechel leads the She Reads Truth™ community and staff out of her deep love of God's Word and the firm conviction that all of Scripture is good news. She is the co-author of *Open Your Bible: God's Word Is for You and for Now* and *She Reads Truth: Holding Tight to Permanent in a Word That's Passing Away*. Raechel lives south of Nashville, Tennessee, with her husband and their two children.



**Amanda Bible Williams** likes words and books more than just about anything. Chief Content Officer of She Reads Truth™, Amanda spends her days happily writing, editing, and explaining that her maiden name really is Bible. She is the co-author of the *Open Your Bible: God's Word Is for You and for Now* and *She Reads Truth: Holding Tight to Permanent in a Word That's Passing Away*. Amanda lives with her husband, David, and their three children in a farmhouse east of Nashville, Tennessee.



**She Reads Truth™** is a community of everyday women seeking to deepen their relationship with the Lord and their understanding of the gospel through God's Word. This ministry began in 2012, as a handful of women started reading the Bible together online under the hashtag #SheReadsTruth. Soon after, women started flocking by the hundreds and thousands to join the conversation. Now, more than five years later, She Reads Truth™ is serving over a million women through the website and app. Follow them at [SheReadsTruth.com](http://SheReadsTruth.com).

**B&H Publishing Group**, an imprint of LifeWay Christian Resources, is a team of mission-minded people with a passion for taking God's Word to the world. Because we believe Every Word Matters® we seek to provide intentional, Bible-centered content that positively impacts the hearts and minds of people, inspiring them to build a lifelong relationship with Jesus Christ. Among our print and digital releases for the trade, church, and academic markets, titles include The New York Times No. 1 bestsellers *The Love Dare* and *The Vow*, #1 CBA bestseller *I Am a Church Member* as well as the newly-revised Christian Standard Bible (CSB) version.

She Reads Truth™ is represented by Bryan Norman at Alive Literary Agency.