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**BEST-SELLING AUTHOR MAX LUCADO ASKS:**

**“Could You Use Some Christmas This Christmas?”**

***First Christmas Trade Book on Living with More Joy, Love, Hope***

**Nashville, TN** — **Max Lucado** loves Christmas. Let the sleigh bells ring. Let the carolers sing. The more Santas the merrier. The more trees the better. He loves it because somewhere someone will ask the ultimate Christmas questions: What’s the big deal about the baby in the manger? Who was he? What does his birth have to do with me? And the answers he’s found are filled with hope, love . . . and even joy.

In his compelling new book ***Because of Bethlehem: Love Is Born, Hope Is Here***, Lucado takes familiar elements of the year’s most popular holiday and sheds brilliant light on how each aspect of the Christmas story reveals another expression of God’s unbelievable, personal love.

Lucado looks into the Bethlehem story, with all its fumbles, awkwardness, and longing, and details how the birth of Jesus is orchestrated to show us that God is with us in ways we could never imagine. “Christmas tells us that God knows what it is like to be a human,” Lucado explains. “When I talk to him about deadlines or long lines or tough times, he understands. He’s been there. He’s been here. Because of Bethlehem, I have a friend in heaven.”

Max Lucado is one of the world’s best-selling authors, having sold millions of books over the past thirty years, with 1 in 7 Americans saying they have read a book written by him. While Lucado is no stranger to Christmas—he’s written Christmas novellas, Christmas kids books and Christmas gift books—***Because of Bethlehem*** is his first original trade book entirely devoted to the beloved holiday.

According to Lucado: “Because of Bethlehem we are given the honor to interact with God, hear His thoughts and witness the magnificence of His Glory in both the good and bad parts of life. Jesus brought the Message to us in order that we would know truth and be truth in a dark world.”

**Highlights of the book include:**

* A new connection to Christmas that brings hope for a lifetime
* Freedom from endless holiday to-do lists
* Healing for the broken-hearted who wonder if God is with them
* Reminders that God is always up to something good

Many people get stuck trying to turn Christmas into the perfect holiday—with splendid decorations, perfect presents and a picture-ready family. But often, Christmas is a time of disillusionment and discouragement. Lucado says Christmas is all about untidy stories: “Maybe your life resembles a Bethlehem stable. Crude in some spots, smelly in others. People in your circle remind you of stable animals: grazing like sheep, stubborn like donkeys, and that cow in the corner looks a lot like the fellow next door. You, like Joseph, knocked on the innkeeper’s door. But you were too late. Or too old, sick, dull, damaged, poor, or peculiar. You know the sound of a slamming door. So here you are in the grotto, always on the outskirts of activity it seems. You do your best to make the best of it, but try as you might, the roof still leaks, and the winter wind still sneaks through the holes you just can’t seem to fix. You’ve shivered through your share of cold nights. And you wonder if God has a place for a person like you. Find your answer in the Bethlehem stable.”

Long after the holiday passes, the timeless promises of Christmas remain. Because of Bethlehem we have a friend in heaven, and he enters our human story and points the way to a life filled with love and hope.

The ***Because of Bethlehem*** product line includes the hardcover book, e-book, audio book, international edition and ***A causa de Belén***(Spanish edition). The ***Because of Bethlehem Study Guide with DVD*** features four video sessions of Lucado and releases simultaneously with the trade book. Thomas Nelson is also creating the *Because of Bethlehem Christmas Coloring Book* for adults. DaySpring, a division of Hallmark Cards, Inc., will release a series of *Because of Bethlehem* products, including an advent calendar, Christmas cards, ornaments and gift bag. Consumer promotion includes in-store advertising, television, radio, print, online advertising, a church campaign, multi-city speaking and media tour and extensive social media promotion via Lucado’s vibrant community with almost 3 million followers/fans.

**About Max Lucado:**

Max Lucado is the leading inspirational author in the United States. His writings have been shaped into bestselling books, videos, devotionals, songs, greeting cards, booklets, Bible studies, commentaries and theatrically-released movies. More than 125 million Lucado products have been printed in 43 languages, including 97 million books to date. According to a recent LifeWay national survey, 1 in 6 Americans are familiar with Max Lucado and 1 in 7 Americans have read a Lucado book. Lucado has been featured on countless national media outlets including **The TODAY Show**, **Good Morning America**, **Huckabee** and **Fox & Friends**. Max and his wife of more than 30 years, Denalyn, call San Antonio, Texas, home. Max has served the people of Oak Hills Church for 28 years. <http://www.maxlucado.com>

**About Thomas Nelson:**

Thomas Nelson publishers is a world-leading 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.thomasnelson.com](http://www.thomasnelson.com/).

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***Because of Bethlehem***

***Love Is Born, Hope Is Here***

By Max Lucado

Thomas Nelson

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