

## FOR IMMEDIATE RELEASE

Date: May 01, 2010  
Contact: Ellen Graf-Martin  
519.342.3703  
[ellen@grafmartin.com](mailto:ellen@grafmartin.com)



### MAX LUCADO CHALLENGES READERS TO *OUTLIVE YOUR LIFE* “We Were Created by a Great God to Do Great Works”

Nashville, TN—Best-selling author and pastor Max Lucado is known for books that encourage readers, reminding them of God’s grace and convincing them of God’s love. But as Lucado enters his 25<sup>th</sup> year of publishing, he has penned a new kind of book, *Outlive Your Life: You Were Made To Make a Difference* (Thomas Nelson, September 2010), inviting readers to turn their awareness of God’s love into action, calling them to make their faith real by making a difference. *Outlive Your Life* features Lucado’s classic storytelling while building a case for Christian faith expressed in merciful and compassionate living.

“We are given a choice – an opportunity to make a big difference during a challenging time. What if we did? What if we rocked the world with hope? Infiltrated all corners with God’s love and life?” And so Lucado ushers readers into a journey of stories and words that lead to a life of Christian compassion.

In *Outlive Your Life*, Lucado employs a combination of Biblical stories (the lives of the Apostles as told in the book of Acts) and contemporary anecdotes to showcase how God uses ordinary people for extraordinary purposes. He assures every reader that he or she can be a world changer: “Are you more dinghy than cruise ship? More stand-in than movie star? More plumber than executive? More blue jeans than blueblood? Congratulations. God changes the world with folks like you.”

Lucado calls readers into action, to lives of compassion, and urges them to:

- **See the need:** Why do a few of us have so much and most of us have so little? 1.75 billion people are desperately poor, 1 billion are hungry, millions are trafficked in slavery, and pandemic diseases are gouging entire nations. Yet in the midst of the wreckage, ours is the wealthiest generation of Christians ever.
- **Come out of your shell:** Compassion is a movement deep within—a kick in the gut. Perhaps that is why we turn away. Who can bear such an emotion? Especially when we can do nothing about it. Yet what if we could?
- **Take Action:** Could this be God’s strategy for human hurt? First, kind eyes meet desperate ones. Next, strong hands help weak ones. Then, the miracle of God. We do our small part, he does the big part.
- **In Jesus Name:** The sign of the saved is their concern for those in need. Compassion does not save them—or us. Salvation is the work of Christ. Compassion is the consequence of salvation.
- **Do Good, Quietly:** Don’t make a theater production out of your faith. Silence the trumpets. Cancel the parade. If accolades come, deflect them before you believe them. Slay the desire to be noticed. Stir the desire to serve God.
- **Stand up for the Have-Nots:** Get ticked off. Riled up enough to respond. Righteous anger would do a world of good. Poverty is not the lack of charity but the lack of justice.
- **Drop Your Bias:** We can’t outlive our lives if we can’t get beyond our biases. Who have you been taught to distrust or avoid? Don’t let class, race, gender, politics, geography or culture hinder God’s work. For the end of the matter is this: when we cross the field and cheer for the other side, everyone wins.
- **Pray First, Pray Most:** Traveling to help the hungry? Be sure to bathe your mission in prayer. Working to disentangle the knots of injustice? Pray. Weary with a world of racism and division? So is God. And he would love to talk to you about it.
- **Love Him, Love Them:** Compassion has a dozen advocates. But for the Christian, none is higher than this: when we love those in need, we are loving Jesus. It is a mystery beyond science, a truth beyond statistics. But it is a message that Jesus made crystal clear: when we love them, we love him.
- **Don’t Forget the Bread:** Governments or secular relief houses don’t feed the soul. But we can. Not just help for this life but hope for the next. Along with the cups of water, plates of food, and vials of medicine, let there be a message of sins forgiven and death defeated.

*Outlive Your Life* releases in 2010, which marks the 25<sup>th</sup> anniversary of Max’s first published, book. This year has brought about a reflective season for the best-selling author. “In the past 12 months, I have taken four international trips to Honduras, Ethiopia, Mexico, and Brazil. My heart has been moved as I see what God’s people are doing for the poor around the world. And these armies of compassionate Christians have reaffirmed my belief that the sign of the saved is a love for the least.”

In honour of this 25<sup>th</sup> anniversary, Max Lucado is partnering with the international humanitarian group World Vision to secure sponsorships for an additional 25,000 children (anchored by a multi-city tour this October 2010 with TobyMac,

Michael W. Smith and Third Day). In addition, 100% of all author royalties from the sale of all *Outlive Your Life* products will be donated to two charities – World Vision and the James 1:27 Foundation – to benefit children and single mothers.

*Outlive Your Life* will be published in a broad variety of formats to appeal to Lucado's wide readership. Releasing simultaneously with the hard cover trade version will be an *Outlive Your Life* audiobook CD, international trade paper version, *Outlive Your Life* Spanish edition, *Live to Make A Difference* booklet, *You Were Made to Make a Difference* teen edition, *You Changed My Life* hardcover gift book, *One Hand, Two Hands* children's picture book, and DVD Based Study (both for individuals and groups). DaySpring/Hallmark will release a series of *Outlive Your Life* greeting cards. LifeWay Resources will release its DVD-driven Bible study for groups *Outlive Your Life: Joining God's Plan to Change the World*. in:cite media with Media Shout and Worshipmusic.com will be releasing an *Outlive Your Life* worship CD featuring Travis Cottrell, Lenny LeBlanc, Robin Mark as well as an *Outlive Your Life Worship Elements DVD*. The revised *Lucado Life Lessons Study Bible* in New King James Version will also be releasing in the fall and feature the complete works of Lucado, including *Outlive Your Life*.

Max Lucado has more than 65 million books in print and a publishing career spanning 25 years. Numerous 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](http://www.thomasnelson.com).

May 2010

*Outlive Your Life: You Were Made to Make a Difference*  
By Max Lucado

Available September 2010 from Thomas Nelson  
[www.thomasnelson.com](http://www.thomasnelson.com) or [www.maxlucado.com](http://www.maxlucado.com)  
ISBN: 978-0-8499-4668-4      Religion/Christian Life/General  
6.12" x 9.25"      240 pages

For review copies, interviews, reprint permission: Ellen Graf-Martin, 519-342-3703 or [ellen@grafmartin.com](mailto:ellen@grafmartin.com)