

‘Purpose Driven Life’ App Features Author Videos

Zondervan’s new iOS app for the 10th anniversary expanded version of Rick Warren’s best-selling *The Purpose Driven Life: What On Earth Am I Here For?* is now available, providing users a portable and interactive experience with the book’s content.

The Purpose Driven Life (PDL) app includes the full content of the book as well as 42 built-in videos of Warren sharing insights on each chapter. Users also will have the ability to create notes to use in small group settings or for personal study.

“The Purpose Driven Life app allows for simple and efficient portability perfect for on-the-go reading,” said Tracy Danz, vice president and publisher, Zondervan Trade Books. “What better gift to give this Christmas than one that will help an individual start a journey of discovering the answer to life’s most important question: What on earth am I here for?”

The app is universal, giving readers the iPhone, iPod Touch and iPad versions for a single purchase in the iTunes App Store for \$. The iCloud service will keep Apple devices in sync, including bookmarks and notes.

Re-tooled for a new generation, the book released in November and includes two additional chapters addressing the issues of “The Envy Trap—I must be like you to be happy” and “The People-Pleaser Trap—I must be liked by you to be happy,” taking the book from a 40-day to a six-week individual or small group study.

“There is an entire generation who was too young to read *The Purpose Driven Life* 10 years ago, but are now asking the critical question, ‘What on Earth am I here for?’ ” said Warren, pastor of Saddleback Church in Lake Forest, Calif.

“This anniversary edition represents a new approach for a new generation incorporating a new understanding of barriers that keep people from finding their purpose, based on thousands of readers’ letters I have received.”

PDL has sold more than 32 million copies worldwide in 50 languages, including Afrikaans, Arabic, Farsi, Rwandan, Sango, Swahili and Zulu.