

Max Lucado's 'Give Hope' Campaign to Reach a Million 'Hurting Hearts'

Best-selling author and pastor Max Lucado is teaming up with Thomas Nelson, CBA and the Salvation Army to reach a million "hurting hearts" through his "Give Hope Where It Counts" campaign.

Through the campaign, Christian retailers can offer customers a special Salvation Army edition of *You'll Get Through This* to give to individuals in crisis. The \$5 mass-market edition, exclusive to the Christian retail channel, will include an introductory letter plus a 16-page insert featuring stories of people who have made it through difficult times with the help of the Salvation Army.

Lucado also will be the keynote speaker at the Worship Him service Sunday, June 23, at the International Christian Retail Show in St. Louis, and his newest book, *You'll Get Through This*, will be released by Thomas Nelson on Sept. 10.

"It seems these days hope is in short supply," Lucado said. "But with every helping hand and warm meal, the Salvation Army provides a tangible expression of God's love."

David Moberg, Thomas Nelson's senior vice president and group publisher, agreed.

"Max has written a special message of hope and healing," he said. "We knew we wanted to create a ministry movement to help 1 million broken hearts find hope. The Salvation Army and CBA are powerful partners to reach that goal."

CBA President Curtis Risky added: "Christian retailers are on the frontlines, seeing how their customers want to minister to

others in need. "We value the work that the Salvation Army does as a Christian first-responder and we want to support their hands-on, ground-level work with those in need."

Commissioner Barry C. Swanson, a Salvation Army officer, noted that the campaign "can raise awareness and, more importantly, raise hope in the salvation and comfort that only God gives."

Lucado will present the message of his book Sept. 11 as the featured speaker of a Salvation Army commemoration of the 9/11 terrorist attacks, Hurricane Sandy and other tragedies. Billed as You'll Get Through This: A Night of Hope and Remembrance, the event will be held at the Centennial Memorial Temple in New York City.

Expected to draw more than 1,500 attendees, the event will be simulcast live online via in:cast to churches and small groups throughout the country and through the Salvation Army network to its many corps.