

## FOR IMMEDIATE RELEASE

### Handlebar Recruits 100 Member Street Team to Launch *Bold as Love*

[Wheaton, Ill.]—When Pastor Bob Roberts enlisted Handlebar to handle the social media and blog tour campaign for his new book, *Bold as Love* (Thomas Nelson, December 2012), Mark Neal, Social Media Manager at Handlebar, knew this was a book that people were going to get excited about. Using the book’s powerful message, Handlebar recruited a 100-member Street Team from the attendees of the Glocal Church Conference to help launch the book.

“*Bold as Love* is a revolutionary 21st century handbook for connecting with our global religious neighbors of other faiths in a non-threatening way; it encourages building relationships and tearing down walls of prejudice. This is a book our world desperately needs,” commented Mark Neal. “We had a lot of people who were really energized by the book’s message, so putting together a Street Team to promote the book was a lot of fun.”

Street Team members were fully engaged from the start. Each received a copy of the book and participated in a live chat with Bob Roberts. During launch week, each participant displayed a custom badge on his or her website, reviewed the book for online retailers, and shared about the book on such social networking sites as Twitter and Facebook. The campaign was a success, creating the type of buzz that only a viral grassroots operation can achieve.

In addition, Handlebar also worked to promote *Bold as Love* through the Vision360 Facebook page, newsletter and email blasts. The team also cultivated the author’s Facebook page, and generated about 3.5 million Twitter impressions through a variety of accounts.

“Handlebar did an incredible job of promoting *Bold as Love* for which I am very grateful,” said Bob Roberts, author of *Bold as Love*. “They followed it through 100 reviews, got it into the major markets and went above and beyond what I could have imagined.”

The campaign culminated with a two-week Win Books Weekly giveaway—resulting in nearly 750,000 impressions—and a blog tour with 100 bloggers posting unique reviews on their blogs and Amazon.

#### About Thomas Nelson

Thomas Nelson is the largest Christian publisher in the world and the seventh largest trade book publisher in the United States. The company has three major publishing groups: Bible & Reference, Trade Books, and Specialty Products. While publishing is still at the heart of Nelson does, the company is also the leading producer of live events in the Christian market with its Women of Faith and Revolve conferences. The company is more open than ever to explore the use of new technologies and formats

to fulfill the simple vision of our founder to “honor God and serve people.” More information can be found at [www.thomasnelson.com](http://www.thomasnelson.com).

#### **About Handlebar**

Handlebar (Wheaton, Ill.) is the publishing division of C. Grant & Company, a leading Chicago-area marketing communications firm founded by Chris Grant, former head of marketing for Zondervan. The Handlebar offices steer the future of publishing by providing consumer research, blogger review programs and content, and information for professionals on upcoming book releases and news. More information can be found at [www.handlebarpublishing.com](http://www.handlebarpublishing.com).

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