

FOR IMMEDIATE RELEASE

International geocaching game boosts book launch

[Wheaton, Ill.]—Winners were announced last week for an international treasure hunt, part of the release celebration for "The Bone House," the second book in the Bright Empires series—dubbed an "epic tale" by Library Journal—by bestselling author Stephen R. Lawhead.

C. Grant & Company, Chicagoland's leading social media and integrated marketing agency developed the geocaching game for Thomas Nelson Publishers. The game included online components and 30 physical caches hidden in the United States and Oxford. Stephanie D. of Lincoln, Neb., received the grand prize: a customized iPad preloaded with a full library of works written by Mr. Lawhead, and a handheld GPS for future geocaching games. The treasure hunt campaign resulted in nearly 800 new Facebook fans for Lawhead.

In the past 30 years, Lawhead has written 26 critically acclaimed novels—translated into 25 languages, with more than 3 million copies in print—and several children's books. "The Spirit Well"—third in the Bright Empires series—will release September 2012.

About Thomas Nelson

Thomas Nelson, Inc., headquartered in Nashville, TN, is one of the leading trade publishers in the United States. The Company is the world's leading provider of Bibles, inspirational books and digital content, with product distribution in over 100 countries. Live Event Management, Inc., a Thomas Nelson company, is a national leading producer of live events. Katie Bond, Publicity Manager, Thomas Nelson Fiction; kbond@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.

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