

FOR IMMEDIATE RELEASE

Handlebar launches latest book by bestselling author Shauna Niequist

Social media campaign garners Bread & Wine more than 7 million impressions

[Wheaton, Ill.]—Handlebar announces that a recent online marketing campaign for bestselling author Shauna Niequist's *Bread & Wine* (Zondervan, April 9, 2013), resulted in launching the book to the top 200 on Amazon, reaching the site's coveted #1 bestseller position in multiple categories the week of the book's release. The campaign also earned the title more than seven million impressions across social media platforms.

"We were honored to be a part of the team that helped launch *Bread & Wine*," said Keri Wyatt Kent, social media manager at Handlebar. "Shauna's readers are active on social media--which made our campaign all the more effective. We engaged with them, and they were happy to share the messages we put out about the book."

Using proprietary Twitter channels, a deep blogger database, and a book giveaway site, Handlebar's campaign created more than six million impressions. More than 90 quality, targeted bloggers reviewed the title, resulting in 1.2 million impressions for Niequist's new book.

Learn more about Handlebar campaigns on the Handlebar website at <http://handlebarpublishing.com/case-studies>.

About Zondervan

Zondervan, a HarperCollins company, is a world leader in Christian communications and a leading Christian publishing brand. For more than 80 years, Zondervan has delivered transformational Christian experiences through general and academic resources by influential leaders and emerging voices, and been honored with more Christian Book Awards than any other publisher. Headquartered in Grand Rapids, Mich., with additional offices in Miami, Zondervan publishes its bestselling Bibles, books, audio, video, curriculum, software, and digital products through its Zondervan, Zonderkidz and Editorial Vida brands. Zondervan resources are sold worldwide through retail stores, online, and by Zondervan ChurchSource, and are translated into nearly 200 languages in more than 60 countries. Visit Zondervan on the Internet at www.zondervan.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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