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Freefall to Fly by Rebekah Lyons breaks Amazon top 100 during launch

Book and author also receive national media exposure, including appearance on The 700 Club

[Wheaton, Ill.]—When Rebekah Lyons, author of *Freefall to Fly* (Tyndale, April 9, 2013), set out to share her harrowing journey through anxiety and depression, Handlebar was selected to help share her message with a unique, integrated marketing and publicity campaign. Through publicity, a social media campaign and a blog tour, Handlebar catapulted the book to the top 100 on Amazon the day following the book’s release. The book was also #1 in several categories including Christianity and Church History on Amazon during the launch week.

Lyons’ story struck a chord with the millions of women who suffer from mental illness, appearing in top media outlets including *CNN.com*, *American Family Radio*, *The Ken Coleman Show*, *Her.menuetics*, *Chicago Tribune*, *MOPS.com*, *Leadership Journal*, *Publishers Weekly*, *Shelf Awareness*, *iBelieve.com* and *Today’s Christian Woman* among others. Lyons also has plans to appear on *The 700 Club* on July 22, 2013 to tell her story.

In addition to publicity, Handlebar also handled the blog tour and social media campaign. Lyons’ Facebook page, starting from the ground up has, in a few short months, reached more than 1,200 likes. In addition, the Handlebar team aggressively promoted an article Lyons wrote for *CNN.com*, obtaining more than 3,300 Facebook “shares” within two days after the article was posted.

Other highlights from the campaign include the successful Twitter launch of Lyons’ LIVESTREAM event and a Twitter party where fans interacted with Lyons directly, and some won copies of the book. The team also wrote and posted online several articles, receiving nearly 1,000 views. A blog tour completed the campaign with 200 reviews posted on blogs, online retailer sites and *goodreads.com*.

About Tyndale House Publishers

Tyndale House Publishers, founded in 1962, is the world’s largest privately held Christian publisher of books, Bibles, and digital media. Tyndale has published many New York Times bestsellers. The largest portion of its profit goes to the nonprofit Tyndale House Foundation, which makes grants to help meet the physical and spiritual needs of people around the world. Tyndale was founded to publish Living Letters, which later comprised part of The Living Bible, a contemporary paraphrase of the Bible that became a global publishing phenomenon. Tyndale now publishes the Holy Bible, New Living Translation (NLT), the translation of choice for millions of people.

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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