

FOR IMMEDIATE RELEASE

Adoption memoir cuts across boundaries

[Wheaton, Ill.]—As adoption trends grow, the once-prevalent stigma of adoption and blended families falls away. In *Love You More: The Divine Surprise of Adopting My Daughter* (Thomas Nelson, August 2011), journalist Jennifer Grant shares the deeply personal, often humorous story of adopting a toddler from Guatemala when Grant was already the mother of three young children. The memoir captures the family’s struggles and joy throughout the adoption process, and offers readers keen insight to the ups and downs of adoption.

To lead the book’s launch in the social media realm, Thomas Nelson Publishers tapped Chicagoland’s leading social media firm, C. Grant & Company.

The firm provided more than four million impressions to a wide range of readers in the weeks surrounding the book launch. Readers were targeted in Twitter, Facebook, and blogs, and included a combination of organic content—such as online articles based on *Love You More* serving as adoption and parenting resources—and paid advertisement.

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.”

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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