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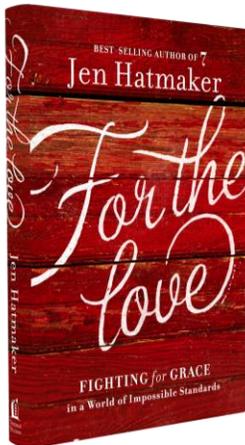
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AMERICA'S BFF JEN HATMAKER BACK WITH MUCH-ANTICIPATED, HILARIOUS NEW BOOK

FOR THE LOVE: Fighting For Grace in a World of Impossible Standards is a laugh-out-loud look at letting ourselves "off the hook"

"Wise women know what to hold onto and what to release, and how to walk confidently in their choices—no regrets, no apologies, no guilt." – *Jen Hatmaker, FOR THE LOVE*



Nashville, Tenn. – August 18, 2015 – In our modern world filled with the quest for a Pinterest-perfect life, parent homework, and (Lord, help us) the resurgence of high-waisted jeans, prolific blogger, bestselling author and HGTV star Jen Hatmaker isn't afraid to state the obvious – "I don't have it all together" – and more importantly – "That's okay." As a working mother of five, Jen deals with the universal feeling of inadequacy and the need to be perfect at everything. In her new book, **FOR THE LOVE: Fighting For Grace in a World of Impossible Standards (Nelson Books; August 18, 2015; ISBN: 978-0-7180-3182-2; \$22.99)** Jen calls women of all ages to be content with a "mostly good" life, ignore impossible standards set by today's culture, amend the stringent expectations they place on themselves, and extend grace first.

"The only thing worse than this unattainable standard is the guilt that follows when perfection proves impossible. We measure our performance against an invented standard and come up wanting, and it's destroying our joy," Jen writes.

Readers will consider Jen both a wise teacher and a best girl friend. They will crave her self-deprecating humor and heart-felt advice as she takes expectations—both the self-imposed demands and those brought on by society—to task with her well-known wit and

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wisdom: “Between bento boxes with sandwiches cut into the shape of dolphins leaping into a sea of kale and spraying our kids’ feet with lemon essential oils to soothe their troubles, I just can’t even...”

With fierce honesty, Jen gently reminds women that there are many things in life more important than striving for the picture of perfection: the serene marriage, the charming family, the tidy house, the well-dressed, well-behaved children. In the end those impossible standards, even if met, won’t lead to true happiness: “The substance of life isn’t stuff or success or work or accomplishments or possessions. It really isn’t, although we devote enormous energy to those goals. The fullest parts of my life, the best memories, the most satisfying pieces of my story have always involved people.”

With a million monthly blog views, 314k Facebook fans and 3 million monthly impressions, 72k Twitter followers, and nearly 75k Instagram followers, Jen has acquired an army of devoted readers and rabid fans who anxiously await her refreshing honesty, wisdom and encouragement. Jen is leading a revolution fueled by hilarity and kindness—*and FOR THE LOVE* is its brilliant and anticipated next installment.

Jen is prepared to discuss the following:

- Why is it so important to extend grace to ourselves and others? How do we let ourselves “off the hook” in everyday life?
- What is the difference between a sweet family and a spicy family? Is one better?
- How do moms and dads successfully traverse the pressures and blessings of parenthood?
- What lessons learned and advice would you give to 20-something women coming into their own? What would you tell younger women about life as a 40-something?
- You have a lot of feelings about today’s fashion hits and misses...Can you tell us your least favorite looks?
- You talk about the importance of establishing community in all areas of life – through Supper Club with friends, through church, through your marriage – why do you think community is so important?
- While there are a lot of laughs in this book, you tackle serious global issues, too. What are some of the issues you tackle in *FOR THE LOVE*?

Through the hilarious use of Jimmy Fallon-inspired thank you notes (“Thank you, Pre-Mixed Mango Margaritas, for helping me get through middle school again as a thirty-eight-year-old mom. It’s the only way. If you have any other friends, send them.”), fashion advice, and parenting horror stories and tips, Jen deals out must-read wisdom, connecting with readers of all stages of life. We promise you that you will laugh out loud, walk away feeling more comfortable in your own skin, and pass along *FOR THE LOVE* to your mom, sister, best friend, and the woman who always honks in the carpool line.

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About Jen Hatmaker:

In her anticipated new book FOR THE LOVE: Fighting for Grace in a World of Impossible Standards, Austin-based bestselling author Jen Hatmaker writes about grace like she lives it: passionately, hilariously, and exceedingly well. Through her 11 books, hugely popular blog, HGTV hit “My Big Family Renovation” and recent pilot “Your Big Family Renovation,” speaking at conferences and more, Hatmaker proclaims countercultural truths with wit, wisdom, and an irrepressible love for people and God. FOR THE LOVE is hilarious but thoughtful, a nourishing break but unflinchingly real. Hatmaker emerges as a firm but gentle encourager, pushing women to laugh, love, and live. “I think part of my role in my time and place is to help lead our tribe to be healers instead of hurters,” Hatmaker says. “So much of the message of For the Love is this: Let’s really give this grace thing a try.”

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By: Jen Hatmaker

Thomas Nelson

ON SALE: August 18, 2015

Hardcover: \$22.99

ISBN: 978-0-7180-3182-2

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