

FOR IMMEDIATE RELEASE

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## ***PATHWAY TO PURPOSE™ FOR WOMEN*** **NEW SERIES FOR WOMEN WHO LOVE *THE PURPOSE-DRIVEN® LIFE***

GRAND RAPIDS, Mich., January 2005— The millions of women inspired by *The Purpose-Driven Life* now have a book uniquely designed for them, **Pathway to Purpose™ for Women** (Zondervan, April 2005). This new volume from Dr. Katie Brazelton, based on her professional expertise, study of Scripture, and life experience, has been crafted to help women connect their life purposes with their personal passions. Though not affiliated with Rick Warren's enormously popular book, the products do share a common publisher, and women who have read *The Purpose-Driven Life* will likely find **Pathway to Purpose for Women** an ideal follow up. Brazelton, who serves as director of women's Bible studies at Saddleback Church in Lake Forest, Calif., (where Rick Warren is pastor) holds a doctorate in human behavior/leadership.

Brazelton believes that women who understand God's purposes for their lives are ready to take the next step—refining those purposes in light of each woman's unique, God-given passions. "It has been more than a decade and a half since I began my own desperate search for life purpose, and God has given me more meaning in life than I ever could have imagined," recalls Dr. Brazelton. "I count it a privilege to help other women discover the powerful connection between their life purposes and their heartfelt passions."

Brazelton's **Pathway to Purpose for Women** product line includes three books, an audio CD and a personal journal. Designed for women who understand God's general purposes for life, these titles focus on the highly individualized purposes and passions God has placed in every woman.

- § ***Pathway to Purpose for Women***: cornerstone of the series; Katie shares her journey and encourages women to begin their own journeys of discovery (jacketed hardcover)

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- § *Pathway to Purpose for Women – Audio*: abridged version of the cornerstone title, read by the author (audio CD)
- § *Praying for Purpose for Women*: daily prayer guide that features writings from 60 influential women (printed hardcover)
- § *Conversations on Purpose for Women*: personal workbook with discussion guide for ten appointments with a Purpose Partner (spiral bound)
- § *Pathway to Purpose for Women Personal Journal*: guided journal (hardcover)

“Advance retail orders for the **Pathway to Purpose for Women** series have been phenomenal—perhaps unprecedented,” comments John Topliff, vice president of marketing at Zondervan. “I believe retailers and consumers alike will be powerfully impacted by this new series of products.”

Zondervan has not only increased the first print run (of the three main titles) to more than 360,000 copies but has also crafted a massive marketing campaign to support the series of five products. From trade and consumer advertising to national church promotions and Internet initiatives, the campaign covers the waterfront with multiple elements:

- § Custom website for consumers ([www.pathwaytopurpose.com](http://www.pathwaytopurpose.com))
- § Discussion guides in book and via website
- § Merchandising kit for retailers
- § Bulletin inserts for churches
- § Direct mail promotion
- § Retail catalog placement in seasonal flyers
- § Web banner advertising email promotion
- § Author video
- § Consumer print advertising
- § Radio spots
- § Trade show events

Dr. Katie Brazelton, founder of Pathway to Purpose™ Ministries, is a licensed minister[TS1]. Katie also serves as director of Saddleback Church Seminary, is an administrative faculty member at Golden Gate Baptist Theological Seminary, and a Certified Christian LifePlanner™ with an international client base. She is near completion of her master of divinity, and has previously earned a Ph.D. in philosophy/human behavior-leadership, an MA in theology, an MA in educational administration, and an MA in English. Katie has two grown children and resides in Southern California. More information will be available at [www.pathwaytopurpose.com](http://www.pathwaytopurpose.com) (live in April 2005).

Zondervan is a leading international Christian communications company, producing bestselling and award-winning Bibles, books, children’s products, software, audio, video, multimedia and a broad line of gift products. Zondervan is the world’s largest publisher of Bibles and home of the New International Version of the Bible. More information at [www.zondervan.com](http://www.zondervan.com).

***PATHWAY TO PURPOSE™ FOR WOMEN***

By Katie Brazelton, Ph.D.

All products available April 2005 from Zondervan

Christian Living/Practical Life/Women

[www.pathwaytopurpose.com](http://www.pathwaytopurpose.com)

**Pathway to Purpose™ for Women:** jacketed hardcover, ISBN 0-310-25649-6, \$18.99, 256 pages

**Praying for Purpose for Women:** printed hardcover ISBN 0-310-25652-6, \$14.99, 240 pages

**Conversations on Purpose for Women:** spiral bound, ISBN 0-310-25650-X, \$14.99, 144 pages

**Pathway to Purpose™ for Women -- Abridged Audio CD:** ISBN 0-310-26505-3, 3 CDs, \$19.99

**Pathway to Purpose™ for Women Personal Journal:** hardcover, ISBN 0-310-81174-0, \$9.99

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