

**MAX LUCADO RECEIVES THE  
2021 ECPA PINNACLE AWARD  
HONORING 35 YEARS OF PUBLISHING  
WITH MORE THAN 145 MILLION PRODUCTS IN PRINT**  
*Lucado's books are distributed in 80 countries and translated  
into 45 languages worldwide*

(Nashville, TN) May 6, 2021—Bestselling author and pastor Max Lucado was awarded the 2021 Evangelical Christian Publishers Association (ECPA) Pinnacle Award today for the outstanding contribution of his writing, both to the publishing industry and to society at large.

Lucado is only the fourth recipient of this honor from ECPA, that recognizes the outstanding contribution by an author or book. It was presented at the [ECPA Awards Celebration](#) on May 6 at 1:00 pm CST, via webinar at the conclusion of the [ECPA Leadership Summit](#).

Max Lucado's career highlights are unprecedented in Christian publishing. Lucado's products have exceeded sales of more than 145 million. His books are printed in 45 languages and distributed throughout 80 countries worldwide (including the United States). He published *On the Aweil*, his first trade book, in 1985. His forthcoming title, *You Were Made for This Moment*, will release in September 2021 from Thomas Nelson. Lucado's books regularly appear on bestseller lists, including *The New York Times*, *Wall Street Journal* and *USA Today*. His writing has also been featured in Bible studies, Bible commentaries, songs, greeting cards, feature films, and even plush toys. Twenty-three of his titles have sold more than 1 million copies.

"It is an honor for HarperCollins Christian Publishing to represent Max and his collection of life-changing, God-centered works for the past 31 years," says Mark Schoenwald, president and CEO. "God's grace, mercy, and unconditional love has been discovered by millions of people because of Max's devotion and love for his Lord and Savior. I join my colleagues at HCCP and the publishing industry in offering our sincerest thanks for his many contributions and congratulations on this amazing recognition."

As both an author with more than 35 years of published material and a pastor who has been in full-time ministry since 1977, Max decided to turn his years of content into an encouraging ministry during the COVID-19 crisis. In March 2020, Lucado started daily video "check-ins" to pastor people during the pandemic. These videos have been viewed more than 45 million times and were the catalyst for launching "The Max Lucado Encouraging Word Podcast" with more than 1.6 million downloads in the first ten months.

ECPA has presented a total of 43 additional industry awards to Max Lucado titles — including 16 Christian Book Awards® (including Gold Medallion), 9 Platinum Sales Awards (for over 1 million sold), and 18 Gold Sales Awards (for over 500,000 sold). He has won the ECPA Christian Book of the Year three times.

"It is such an honor for ECPA to present the Pinnacle Award to Max Lucado," said ECPA president Stan Jantz. "I was a bookseller in 1985, and I clearly remember when our store received *On the Aweil* for the first time. The accessibility of the writing, and the clear expression of the heart of someone who loved Jesus more than anything, were early indicators that this was a special author."

Past recipients of the ECPA Pinnacle Award include in 2020 Stormie Omartian (*Power of a Praying*® series). Other recipients include Dr. Gary Chapman (*The 5 Love Languages*® series) and Jerry Jenkins and Tim LaHaye (*Left Behind*® series).

**Max Lucado** is a pastor, speaker, and bestselling author with more than 145 million products in print that have been translated in 45 languages and distributed in 80 countries worldwide. Max entered the ministry in 1978. As a writer, Max is known for combining poetic storytelling and homespun humor with the heart of a pastor.

Max's love for everyday people began during his childhood in the small town of Andrews, Texas. His father was an oilfield mechanic, his mother was a nurse. Max grew rebellious in his teenage years, and after one specific drunken night, he began to wonder if there was more to life than parties and chasing girls. He now believes that if Jesus hadn't found him and changed his heart, alcoholism would have been in his future. After high school, Max attended Abilene Christian



University and graduated with two degrees and a heart for following Jesus and helping others learn about him, too. He moved to Miami, Florida, and took a position as an associate pastor at a small church, where Max started writing about Jesus for the first time in the church's monthly newsletter. Florida was also where Max met his wife, Denalyn. Together, they lived first in Miami and then spent several years in Rio de Janeiro, helping plant churches. The newsletters Max wrote to family and friends while in Rio, along with the newsletters he wrote at his church in Miami, eventually formed the manuscript of his first book, *On the Anvil*. He's been dubbed "America's Pastor" by *Christianity Today*, and "The Best Preacher in America" by *Reader's Digest*. Max currently serves as Teaching Minister of Oak Hills Church in San Antonio, Texas. Max and Denalyn live nearby in Central Texas. They have three grown daughters, two sons-in-law, and two grandchildren. Visit his website at [www.MaxLucado.com](http://www.MaxLucado.com).