



NEWS

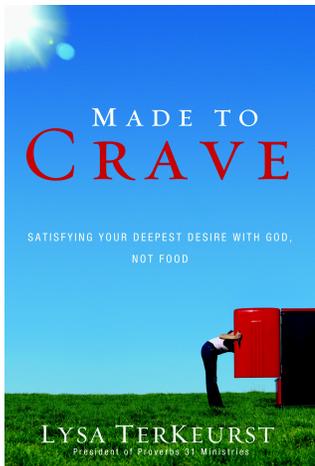
FOR IMMEDIATE RELEASE

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"Skinny Jeans" Represent a New Curse for Diet-Conscious Women

Lysa TerKeurst takes readers on a spiritual journey with physical benefits in new book.

Grand Rapids, Mich., September 1, 2010 — Have you ever thought to yourself, "If only I could put on those skinny jeans, my whole world would fall into place and put a permanent smile on my face"? In her new book, *Made to Crave: Satisfying Your Deepest Desire with God, Not Food* (Zondervan, January), popular author and speaker Lysa TerKeurst calls this the curse of the skinny jeans. Just because we're wearing smaller-sized jeans doesn't mean we are happier, more content or more fulfilled. And when those cupcakes and chips start calling our names with their promises of sugary highs and salty pleasures, we gain the weight back and the vicious cycle of gaining, losing and gaining again continues.



Made to Crave is the missing link between a woman's desire to be healthy and the spiritual empowerment necessary to make that happen. The reality is we were made to crave. Craving isn't a bad thing. But we must realize God created us to crave him. Many of us have misplaced that craving by overindulging in physical pleasures instead of lasting spiritual satisfaction.

"God made us capable of craving so we'd have an unquenchable desire for him, and him alone," says Lysa. "Nothing changes until we make the choice to redirect our misguided cravings to the only one capable of satisfying them."

Women struggling with unhealthy eating habits can break the "I'll start again on Monday" cycle, and start feeling good about themselves today. Lysa, in her conversational style, helps women learn to stop beating themselves up over the numbers on the scale. "We need to define ourselves by our obedience, not a number on a scale," says Lysa. "The scale does help measure our progress, but it can't tell us everything."

Readers will discover that weight-loss struggle isn't a curse but rather a blessing in the making, and will learn how justifications that lead to diet failure can be replaced with empowering go-to scripts that lead to victory. *Made to Crave* plus a healthy diet plan will lead to a healthy weight goal—and growing closer to God in the process.

This is not a how-to book. This is not the latest and greatest dieting plan. This book is the necessary companion for women to use alongside whatever healthy lifestyle plan they choose. This is a book to help women find the "want to" in making healthy lifestyle choices.

***Food can fill our stomachs but never our souls.
Possessions can fill our houses but never our hearts.
Sex can fill our nights but never our hunger for love.***



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***Children can fill our days but never our identities.
Jesus wants us to know only He can fill us and truly satisfy us.***

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Made to Crave

Satisfying Your Deepest Desire with God, Not Food

978-0-310-29326-2

Paperback, 192 pages

Release: January **, 2011

About Zondervan

Zondervan is the world's leading Christian publisher of books whose authors are noted for their excellence in the craft of writing as well as their worthy contribution to the ongoing global evangelical conversation. The works published by Zondervan not only confirm readers' faith and understanding, they also challenge and stretch readers' thinking. For more than 75 years, Zondervan has delivered transformational Christian experiences through general, ministry and academic resources by influential leaders and emerging voices, and has been honored with more Christian Book Awards than any other publisher. Headquartered in Grand Rapids, Mich., Zondervan publishes bestselling books, audio, video, curriculum, software and digital products in such categories as biblical languages and studies, biography, business, contemporary issues, counseling, cultural, devotional, evangelism, family, fiction, history, inspiration, leadership, ministry, pastoral, personal development, prayer, philosophy, reference, relationships, textbooks, theology, youth and more. Zondervan resources are sold worldwide through retail stores, online, and by Zondervan ChurchSource, and are translated into nearly 200 languages in more than 60 countries. Visit Zondervan Books on the Internet at www.zondervan.com/books.



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About Lysa TerKeurst



Lysa TerKeurst and her organization Proverbs 31 Ministries help over 300,000 daily email subscribers live an adventure of faith through following Jesus Christ. Lysa is the president of Proverbs 31 Ministries (www.proverbs31.org) and the award-winning author of 12 books, including *Becoming More Than a Good Bible Study Girl* and *What Happens When Women Say Yes to God*.

She speaks to nearly 100,000 women a year at national conferences, drawing each listener into a unique adventure with Jesus.

Her message enables women to:

- Discover how small acts of trusting God can lead to unexpected joy.
- Distinguish his voice and direction with confidence.
- Experience God's activity in parenting, marriage, and overcoming struggles.

Her personal faith has also captured national attention from *The Oprah Winfrey Show*, *Good Morning America* and *Focus on the Family*. Lysa resides with her husband and five children near Charlotte, North Carolina.

www.lysaterkeurst.com

For more information or to schedule an interview with Lysa, please contact Karen Campbell at karen@karencampbellmedia.com or 616-309-4390.



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Made to Crave Interview Questions

1. Tell us about the conversation you had with your teenage son that became a real turning point for you.
2. What made you finally decide to take on your nutrition plan?
3. What became your real weight-loss goal?
4. What is the crucial mind-set switch that can truly help a woman find victory?
5. How does self-control in eating bring us closer to God?
6. Why do most people gain back the weight they lose?
7. Can the advice in your book translate to other cravings and addictions aside from food?
8. How does the story about the Samaritan woman offer encouragement to those struggling with food cravings?
9. Tell us about spiritual malnutrition. What causes it?
10. What advice do you have for women who are defined by their weight?
11. Tell us about the day you finally fit into your "skinny jeans." Were you completely satisfied?
12. What does it mean to flee the control of food?
13. What is an overcomer?

For more information or to schedule an interview with Lysa TerKeurst, please contact Karen Campbell at karen@karencampbellmedia.com or 616-309-4390.



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What People Are Saying about *Made to Crave* . . .

"Made to Crave may possibly be the most important book I've ever read on the matter of weight . . . and I've read A LOT! The world will never be at a loss for authors telling us what foods to eat, what foods to avoid or how to exercise. Yet with all of this knowledge we are unhealthier than ever. Something is missing. And Lysa has tapped into the mystery that plagues so many of us who battle with the bulge. If you are tired of the endless diet cycle, read Made to Crave. It will change your mind and then it will change your life."

— Mandisa, Grammy-nominated recording artist

"Lysa has struck a chord that will resonate with women everywhere. Very simply, we were made to crave . . . and that craving must be met by God alone. Read this book!"

— Karen Kingsbury, America's no. 1 inspirational novelist and author of the *New York Times* bestselling *Above the Line* series and *Unlocked*