



## FOR IMMEDIATE RELEASE

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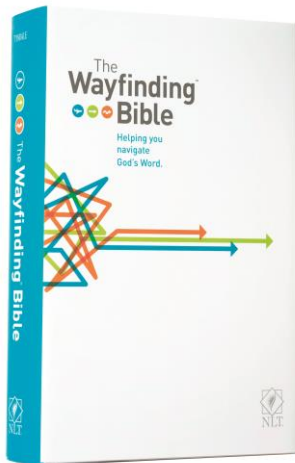
Contact: Andrea Martin

[andreamartin@tyndale.com](mailto:andreamartin@tyndale.com)

630.784.5318

## Tyndale House Publishers and WAY-FM Announce the Creation of the World's Biggest Small Group

WAY-FM listeners will have the opportunity to read through the Wayfinding Bible with popular radio host Wally and the rest of the WAY-FM DJs, with daily encouragement from major recording artists.



(Carol Stream, IL, October 1, 2013) -- Tyndale House Publishers and WAY-FM are excited to announce their partnership in a new promotion, the World's Biggest Small Group, launching today, October 1, 2013. Over the next eight weeks, over 1 million listeners of WAY-FM stations will have the opportunity to go through The Wayfinding Bible, also releasing today. Recording artists such as Casting Crowns, Building 429, Tenth Avenue North, and Steven Curtis Chapman are participating, too.

“With just a few signs to guide us, we navigate through complex places like cities and airports every day. What if navigating through the big picture of God's Word were as easy as following a few signs? That's what The Wayfinding Bible is all about,” explains Brian Gee, Brand Manager for The Wayfinding Bible at Tyndale. “We are thrilled to be working with WAY-FM to help people see how easy and rewarding reading the Bible can be.”

The Wayfinding Bible (ISBN 978-1-4143-6192-5, HC, \$34.99) features three easy-to-follow routes through Scripture. Readers simply pick a route and follow the signs at the top of the page for a flyover view of the Bible in 54 readings, a direct trek in 200 readings, or a scenic journey in 400 readings. The World's Largest Small Group will experience the flyover route.

“The idea behind this is for all of us to go deeper in our faith by spending time in God’s Word. I am excited about this because I have not read through the Bible,” said Wally, the host of The Wally Show on WAY-FM. “I really anticipate this changing the way I live out my faith on a daily basis.”

“At WAY-FM, our mission is to influence this generation to love and follow Jesus, and this joint promotion is something that we are very excited about,” added Faron Dice, VP of Content. “We know the statistics about how this generation is not reading in the Bible, and we wanted to do something about it.”

To make this promotion accessible to everyone, listeners can sign up for a daily email; download the free Wayfinding Bible Flyover Route eBook on their smartphones, e-readers, or computers; join WAY-FM’s Facebook group; or purchase The Wayfinding Bible at a local Christian bookstore.

There will also be prizes for joining the World’s Largest Small Group, from free Wayfinding Bibles to a grand-prize trip to the Holy Land.

For more information on the promotion, visit <http://group.wayfm.com>.

For more information on The Wayfinding Bible, visit <http://www.wayfindingbible.com>

Tyndale House Publishers, founded in 1962, is one of the largest privately held Christian publishers of books, Bibles, and digital media in the world. Tyndale is the publisher of many New York Times bestsellers and contributes its dividends and a portion of its profits to the nonprofit Tyndale House Foundation, which makes grants to help meet the physical and spiritual needs of people around the world. Originally founded to publish The Living Bible, a contemporary paraphrase of the Bible that became a global publishing phenomenon, Tyndale now publishes the Holy Bible, New Living Translation (NLT), the translation of choice for millions of people.

WAY-FM, part of WAY Media, Inc., airs on over 100 radio stations in 26 states. Markets served include Denver, CO; Nashville, TN; West Palm Beach, FL; Portland, OR; Louisville, KY; and Huntsville, AL. For more information, visit [www.wayfm.com](http://www.wayfm.com).

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