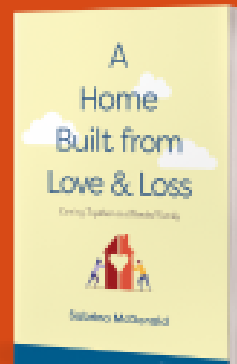




Wednesday  
February 7, 2024  
INDUSTRY NEWSLETTER

IN ASSOCIATION WITH MUNCE GROUP

## Help and Encouragement for Blended Families



## FOCUS ON RETAIL

### What Is Lent?

by Michelle S. Lazurek

As a kid who grew up in a formal church, I obliged my parents' desire to have me participate in Lent by giving up something for 40 days. This was meant to help me understand Christ's sacrifice on the cross. To soften the difficulty of the task, I gave up something easy like chocolate or a particular TV show I didn't like. But as I became more committed to my faith as an adult, I learned Lent was a solemn church season that can help Christians grow in their faith.



Lent is the 40-day observance (excluding Sundays) during which Christians remember the events leading up to and including the death of Jesus Christ. Lent begins on Ash Wednesday and continues for 40 days, ending midnight on Easter Sunday. This year, Ash Wednesday also falls on Valentine's Day—February 14.

Here are some ways to increase your customers' awareness and participation in this religious event that will bring them closer to Jesus.

**Create Scripture bookmarks.** Create a giveaway bookmark with several verses customers can use to reflect on throughout the Lenten season.

**Host an online spiritual discipline community.** Encourage customers to join a free online community where they can study a new spiritual discipline for the weeks of Lent (perhaps each of the seven Wednesdays of Lent). Have someone discuss a spiritual discipline they have tried and then encourage customers to participate in it as well. The following week, have customers discuss their thoughts about the practice as well as the results. Disciplines can include silence and solitude, fasting, prayer, study, meditation, worship and journaling—or others as featured in books on spiritual disciplines.

**Suggest Lenten journals.** Place journals at the front of the store and encourage consumers to reflect on a different Bible verse for the 40 days of Lent. Encourage them to share their insights on the bookstore's online Facebook or Instagram page.

**Host a weekly prayer night.** Ask customers to join you in the store during each week for Lent to pray. Appoint a leader to lead the prayers and to write down requests. Provide coffee or snacks as incentives for people to come and enjoy the time with other Christians. Highlight books on prayer, sacrifice or Lent each week and offer an exclusive discount for attendees.

While Lent may not be commonly observed in some churches, with a greater understanding of Jesus' sacrifice, customers will find their spiritual lives deepened as they have observed Lent in a new way.



**Michelle S. Lazurek** is a multi-genre, award-winning author, speaker, pastor's wife and mother. She is a regular contributor for [www.ibelieve.com](http://www.ibelieve.com) and [www.crosswalk.com](http://www.crosswalk.com) and is a movie reviewer for *Movieguide* magazine. She also is a literary agent for Wordwise Media Services. For more information, please visit her website: [www.michellelazurek.com](http://www.michellelazurek.com).



## FOCUS ON THE INDUSTRY

### Meet CRA's Ministry Partner



CRA (Christian Retail Association) is partnering with Mission Cry to help distribute Bibles worldwide.

Mission Cry has been empowering native missionaries and making disciples since 1956. They do this by collecting donated Bibles and Christian books and sending them around the world, therefore equipping orphans, evangelists, pastors and missionaries for the works of service all the while setting up distribution centers, lending libraries, Bible college libraries and holding crusades.

CPE attendees can learn more about this global ministry and how they can be a part of it. Mission Cry's President Jason Woolford will be speaking at the show on Tuesday morning to share more about this opportunity for Christian retailers.

## FOCUS ON CPE

### CPE Winter 2024 Is Just Days Away!

CPE is only three days away! As you make your final preparations, here are just a few things to remember:

If you plan to ship anything back from the show, please bring your FedEx or UPS account number and login information. You will need this information to use the shipping room next to the exhibit hall.

To celebrate CPE's 20th anniversary, Monday evening will be the bee's knees with a Roaring '20s themed dinner party, complete with live music by Gwen Hughes & The Retro Jazz Kats! Get dressed up for dinner in your best Roaring '20s attire, and don't forget your dancing shoes! Come early for a photo op before the doors open.

If you have not registered for CPE Winter 2024 and would still like to attend, walk-ins are always welcome! Just visit CPE's registration desk upon arrival.

CPE Winter 2024 will be held at the Embassy Suites Airport Hotel Convention in Charleston, SC, on February 11-13. The Embassy Suites is connected to the convention center and offers free breakfast, free parking and a free shuttle to and from the airport. Retailers staying at the Embassy Suites also qualify for CPE's generous reimbursement program (other hotels are not applicable).

Visit [www.cpeshow.com](http://www.cpeshow.com) for more information about CPE Winter 2024.



[Register Today](#)

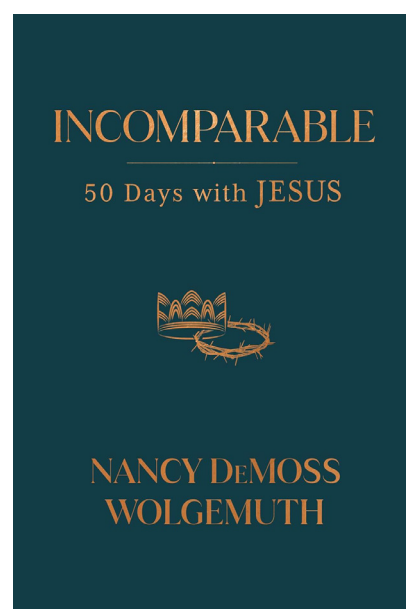
## FOCUS ON PRODUCT

### Incomparable

by Nancy DeMoss Wolgemuth (Moody Publishers)

Bible teacher and founder of Revive Our Hearts ministry, Nancy DeMoss Wolgemuth invites readers to garner a reply to Jesus' most important question to His disciples: "Who do you say that I am?" *Incomparable* is an insightful collection of 50 meditations inspired by J. Oswald Sanders' classic work, *The Incomparable Christ*, and is divided into four parts. Each reading on the life and work of Christ includes a theme verse and a feature quote and ends with questions to ponder and a prayer. While this book can be used at any time of the year, it serves as an ideal devotional companion for the season leading up to Easter.

**How this book helps readers:** This 50-day journey to knowing Jesus will remind readers that there is no one else like Him.



To order now, contact  
Moody Publishers at  
800-678-8812

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