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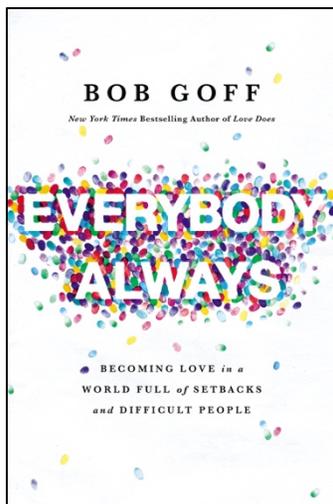
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**HUMAN RIGHTS ACTIVIST, ATTORNEY, DIPLOMAT AND *NEW YORK TIMES* BESTSELLING AUTHOR BOB GOFF BACK WITH NEW BOOK**



*Goff's highly anticipated second book reminds readers to let go of judgment, choose love, and open their hearts to "Everybody, Always"*

*Scheduled to release April 2018*

**NASHVILLE, Tenn.** – December 4, 2017 – What happens when we stop worrying about today's challenging world full of difficult people and tough situations and instead, simply love? News cycles and our social feeds leave us on-edge, fearful and angry. How do we even begin to repair such a fractured world?

In his highly anticipated new book **EVERYBODY, ALWAYS: BECOMING LOVE IN A WORLD FULL OF SETBACKS AND DIFFICULT PEOPLE** (Nelson Books; ISBN: 978-0718078133; April 17, 2018; \$16.99), Bob Goff—author of the *New York Times* bestselling and wildly popular "Love Does"—shows us that healing starts with every person stepping up to love all people, all the time.

"Bob Goff is a force for good in this world," said Brian Hampton, senior vice president and publisher at Nelson Books. "His email signature refers to him as the Chief Balloon Inflator at Love Does. But he's also a truth-teller, a do-gooder, a connector, a risk-taker and an advocate for the least fortunate among us. We are honored to partner with him on his second book, **EVERYBODY, ALWAYS**. It's the perfect time to be reminded to love our neighbor well."

**EVERYBODY, ALWAYS** serves as the follow-up to the bestselling phenomenon “Love Does,” which has sold more than 800,000 copies since its release in 2012. Whether he’s skydiving without shoes or befriending a Ugandan witch doctor, Bob steps into life with a no-limits embrace of others that is as infectious as it is extraordinarily ordinary. **EVERYBODY, ALWAYS** reveals how you can do the same. With his disarming sense of humor and sharp self-awareness, Bob builds each chapter of the book around vivid anecdotes that portray universal love in action – moments in his life when he dropped his barriers and it made all the difference.

“When you first meet Bob, you are overcome by his charm,” said Jeff James, vice president of marketing at Nelson Books. “How many people do you know who actually throw a parade for their neighbors? Or who fly into the eye of the storm to serve those who the world seems to have forgotten? Bob Goff and **EVERYBODY, ALWAYS** are bringing a clear message to this world—one of love for every single human—no matter what. And, it’s our distinct privilege to be along for the ride.”

Urging us to shun our go-to behaviors like living in judgment and demanding compliance, Bob writes about the potential transcendence of everyday people: a blind Paralympian, an airport security officer, refugees, a convict, and many more. He paints stunning portraits of humble service and grace, all to create an inspiring tapestry of humanity striving to accomplish what he argues we were all born to do: become love.

“What I’m learning about love is we have to tackle a good amount of fear to love people who are difficult,” Bob writes. “Oftentimes, when I encounter someone who makes me feel afraid, I instantly put up barriers. I put them up with my big words and opinions. Barriers make me feel right, and that makes me feel safe. Except it’s not what Jesus did. He showed us what it means to become love when He spent His last meal with a man who He knew would betray Him.”

**Goff is available for interviews. Please contact Heather Adams at Heather@ChoicePublicity.com or (404) 423-8411 to request an advance reader’s copy of EVERYBODY, ALWAYS or to schedule an interview. And, for more information, please visit BobGoff.com.**

## **ABOUT BOB GOFF**

Bob Goff is the founder of Love Does, a nonprofit organization that operates schools and pursues justice for children in conflict areas such as Uganda, Somalia, and Iraq. Bob is the *New York Times* bestselling author of “Love Does: Discover a Secretly Incredible Life in an Ordinary World” and the forthcoming “Everybody, Always: Becoming Love in a World Full of Setbacks and Difficult People,” out April 17, 2018. Bob is a lawyer and serves as the honorary consul for the Republic of Uganda to the United States. He is an adjunct professor at Pepperdine Law School and Point Loma Nazarene University and lives in San Diego with Sweet Maria, their kids, and extended family.

## **ABOUT THOMAS NELSON**

Thomas Nelson is a world leading publisher and provider of Christian content and has been providing readers with quality inspirational product for more than 200 years. As part of HarperCollins Christian Publishing, Inc., the publishing group provides multiple formats of award-winning Bibles, books, gift books, cookbooks, curriculum and digital content, with distribution of its products in more than 100 countries. Thomas Nelson, is headquartered in Nashville, TN. For additional information visit [ThomasNelson.com](http://ThomasNelson.com).

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