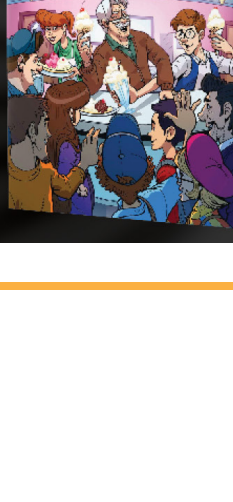
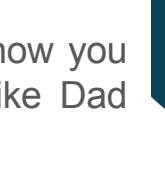


UNTOLD STORIES FROM ADVENTURES IN ODYSSEY



Look Inside Volume 1

FOCUS ON RETAIL



Don't Forget Dad

Wanna hear a joke about cats? Just kitten.

This article is all about Father's Day and how you can help your customers celebrate, just like Dad would do it, with a little humor thrown in.

Host a Dad Joke Contest

This Father's Day, Mercy Road Christian Gift & Bookstore at Northland Church in Longwood, FL, is looking for the funniest father. They're running a contest from June 1-15, for customers to submit their best dad joke. Contestants can post a joke online or drop it off at the store. The jokes will be judged on Father's Day and the funniest (and clean) dad joke wins a prize.

"Father's Day sometimes gets overlooked, so we wanted to give dads a reason to stop by or join the fun online," says bookstore manager Donna Kannon. "It's all about getting involved in the church and/or stopping in the store, creating a fun atmosphere in the store, and showing some well-deserved appreciation. And really—what dad can resist sharing a good dad joke with anyone who'll listen?"

Give Away Something for Free

You know the first question every dad asks when a child wants something: "How much does it cost?" Dads have taught us the value of things. So if someone wants to give away something for free, we'll take it.

Persuade Father's Day shoppers to visit your store by offering them a "free with purchase" gift. At Arrowhead Parable Christian Store in Johnson City, NY, Amber Gincerowski says they were able to secure a really good deal on mugs from Christian Art Gifts. So this Father's Day, they are planning to run a special promotion. According to Amber, customers who buy a \$30 gift card will get a mug for FREE.

Giving away an item for free creates a sense of value and appreciation, because whether you're a dad or not, who doesn't like a good deal? After all, money doesn't grow on trees.

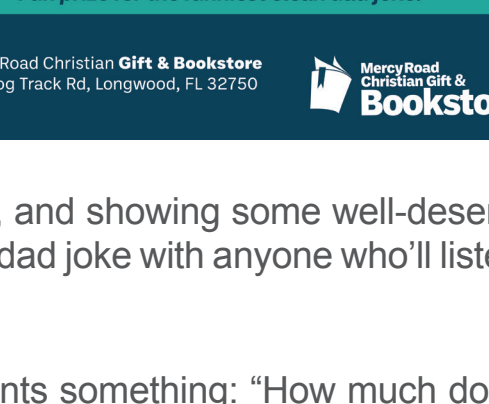
Get to Know Your Neighbors

Throughout the year, Karen Welch from New Life Christian Bookstore in Murray, KY, works with her Chamber of Commerce on various events. One of the most popular events is a car show on the Saturday before Father's Day. Since New Life also has a coffee bar, they provide coffee for the event, which they appropriately call "Cars and Coffee."

Karen says it's so important to get plugged into the Chamber of Commerce and to know your neighbors. She frequently collaborates on events with neighboring businesses, which helps grow her business as well. Whenever possible, her store refers customers to other local businesses, and in return, those businesses do the same. As you prepare for Father's Day, talk to other service providers about how you can partner together to create a special offer or community event just for dads.

Creating customized offers and events this Father's Day will help you connect with customers and boost seasonal sales. And that's no joke.

Got Dad Jokes?
We Want 'Em!



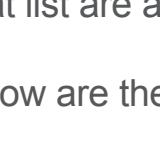
This Father's Day, we're celebrating the kings of comedy—DADS! From June 1-15, post your best (clean!) Dad Joke on our Facebook page or drop it off in-store.

- Joke Judging Day: Sunday, June 15 (Father's Day!)
- Fun prize for the funniest clean dad joke!

Mercy Road Christian Gift & Bookstore
522 Dog Track Rd, Longwood, FL 32750

Mercy Road Christian Gift & Bookstore

BESTSELLER LIST



Monthly Bestsellers List

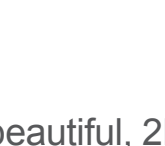
Each month, the Evangelical Christian Publishers Association (ECPA) publishes a list of the top 50 bestselling titles in Christian retail. To help retailers boost sales, CRA has provided a link to this on our website. The link and portion of that list are also included in our monthly newsletter.

Below are the top 5 Christian bestsellers for May.

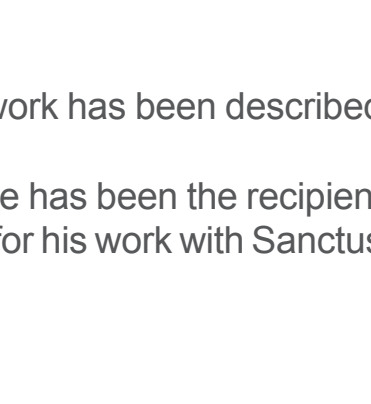
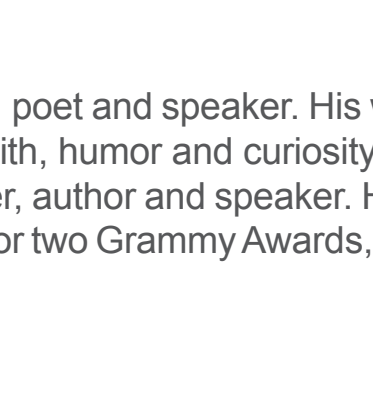
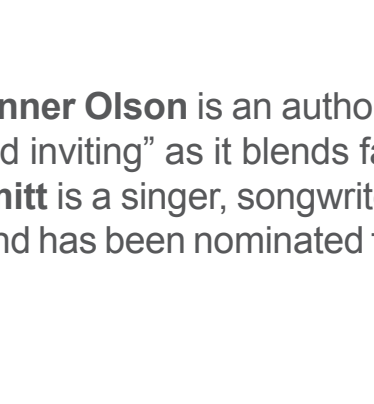
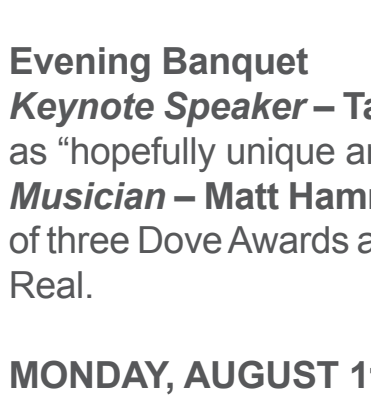
1. *Forgiving What You Can't Forget* by Lysa TerKeurst (9780718039875) Thomas Nelson Publishers
2. *Jesus Calling* by Sarah Young (9781591451884) Thomas Nelson Publishers
3. *The 5 Love Languages* by Gary Chapman (9780802412706) Moody Publishers
4. *Practicing the Way* by John Mark Comer (9780593193822) Waterbrook, an imprint of Penguin Random House
5. *New Morning Mercies* by Paul David Tripp (9781433592300) Crossway

The ECPA Bestsellers Lists rank the bestselling books published by ECPA members from the previous month, as reported to NPD BookScan. For the full list of titles appearing on the Christian Bestsellers Lists, visit www.christianbookexpo.com/bestseller or www.christianretailassociation.org.

CPE UPDATE



See Who's Coming to CPE

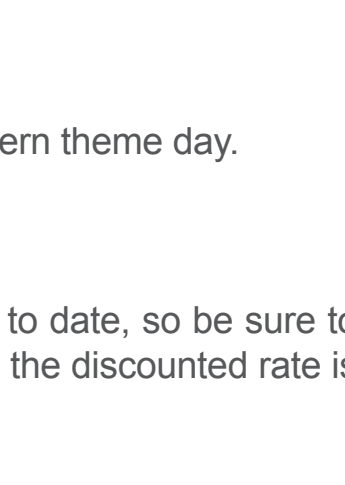


CPE is excited to announce an incredible lineup for the Summer 2025 show, happening on August 10-12, at Gas South Convention Center in Duluth, GA! Here's just a preview of the upcoming events and who's taking the stage:

SATURDAY, AUGUST 9

Welcome Reception

Movie Premiere – *Light of the World* is a beautiful, 2D-animated movie that powerfully illustrates how Jesus of Nazareth changed the world forever and still changes lives today!



SUNDAY, AUGUST 10

Praise & Worship

Keynote Speaker – **Tara-Leigh Cobble** is a *Wall Street Journal* bestselling author, the creator of The Bible Recap line of books and the creator and host of the daily podcast *The Bible Recap*, which has garnered over 500 million downloads.

Evening Banquet

Keynote Speaker – **Tanner Olson** is an author, poet and speaker. His work has been described as "hopefully and inviting" as it blends faith, humor and curiosity.

Musician – **Matt Hammitt** is a singer, songwriter, author and speaker. He has been the recipient of three Dove Awards and has been nominated for two Grammy Awards, for his work with Sanctus Real.

MONDAY, AUGUST 11

Breakfast & Devotions

Devotional Speaker – **Abbie Halberstadt** is a writer, host of the M is for Mama podcast, fitness instructor and homeschooling mother of ten children, including two sets of identical twins.

Evening Banquet

Keynote Speaker – **Shaunti Feldhahn** is a bestselling author, popular speaker and social researcher known for her groundbreaking work to help people flourish in life, faith, leadership and relationships.

...and Western Day

Dust off your boots, grab your cowboy hat, and saddle up for CPE's Western theme day.

To see the full schedule, visit www.cpeshow.com.

CPE Summer 2025 is expected to be one of the largest attended shows to date, so be sure to register and book your rooms early. The deadline to reserve your room at the discounted rate is July 7, 2025.

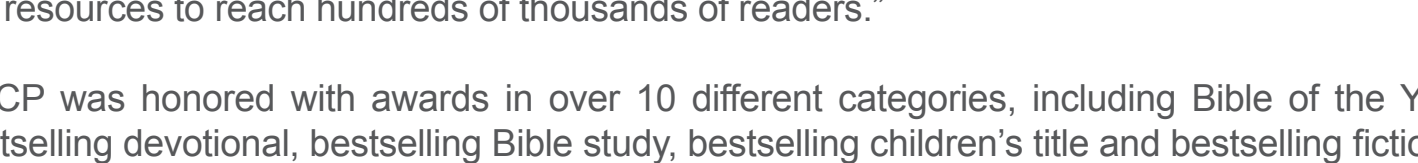
To register today or learn more about CPE Summer 2025, visit www.cpeshow.com.

REGISTER TODAY

INDUSTRY NEWS



HarperCollins Christian Publishing Wins 17 SEPA Awards



On May 1, at the 2025 Spanish Evangelical Publishers Association (SEPA) ceremony in Miami, FL, Editorial Vida and Grupo Nelson, the Spanish publishing divisions of HarperCollins Christian Publishing (HCCP), as well as CLIE, the Academic and Reference imprint distributed by Editorial Vida, set a new record by receiving 17 awards.

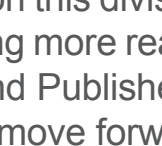
"This has been the most awarded year in our history, even surpassing the record set last year. It is nothing less than God's favor upon our work," said Christopher Garrido, Vice President and Publisher for HCCP's Spanish publishing program. "This is a direct reflection of the excellence of the authors who entrusted us with their work, and the tireless commitment of our editorial, marketing, and sales teams, as well as the distributors and bookstores who make it possible for our resources to reach hundreds of thousands of readers."

HCCP was honored with awards in over 10 different categories, including Bible of the Year, bestselling devotional, bestselling Bible study, bestselling children's title and bestselling fiction.

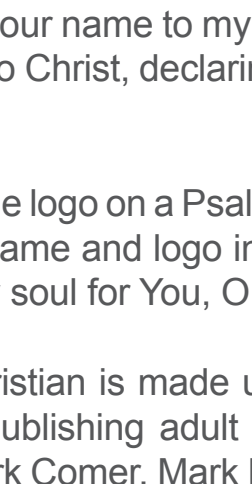
Five of their Spanish titles also received the Silver Award, which recognizes sales of over 100,000 copies.

To see the list of winners and read the full announcement, click [here](#).

INDUSTRY NEWS



PRH Christian Introduces New Logo and Mission Statement



PRH CHRISTIAN

Collected from ECPA's Rush to Press May 12, 2025 edition:

(COLORADO SPRINGS, Colo.-May 9, 2025) As PRH Christian celebrates its six-month anniversary as a new division of Penguin Random House, it introduces a new divisional logo and mission statement honoring its roots and emphasizing the division's commitment to expanding opportunities for Christian authors in the marketplace.

Mission Statement: *"PRH Christian is a home for Christian authors writing distinctive, inspirational, and culturally relevant works, bringing them to the broadest possible readership."*

"The mission statement speaks to the direction this division is headed and that we are looking to take Christian authors to the next level, helping more readers than ever discover their books and messages," said Campbell Wharton, SVP and Publisher. "Our entire team had a role speaking into the logo and mission. We are excited to move forward in executing our mission."

Designed by Creative Director Kristopher Orr and Art Director Jeff Weber, the logo features 22 circles in various sizes and colors united together in the shape of a cross.

"These circles symbolize the unique messages of our books traveling out into the world, celebrating their complimentary themes, and authors' voices," says Orr. "The Cross shape clearly suggests Christ is central to our publishing program. This visual language also calls to the legacy of stained glass and the orthodox Christian faith in which our program is rooted."

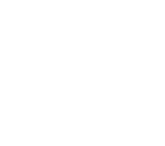
The 22 circles in the form of a cross hold deeper meaning as they were inspired by Psalm 22, considered a prophetic psalm about Jesus' suffering on the cross. Psalm 22:22 sings: "I will declare your name to my people; in the assembly I will praise you." Orr added, "Our books point readers to Christ, declaring him in various ways. In the marketplace, we praise God through our books."

Basing the logo on a Psalm honors the division's roots with its flagship imprint WaterBrook, which took its name and logo inspiration from Psalm 42:1 "as the deer pants for the water brooks, so pants my soul for You, O God."

PRH Christian is made up of five imprints WaterBrook, Multnomah, Image, Forum, and Ink & Willow, publishing adult non-fiction, children's, and gift product with such leading authors as John Mark Comer, Mark Batterson, Michael Todd, Andrew Peterson, Elisabeth Hasselbeck, and Madison Prewett Troutt.

PRH Christian Publishing Group is a division of Penguin Random House, LLC.

MEMBERSHIP BENEFITS

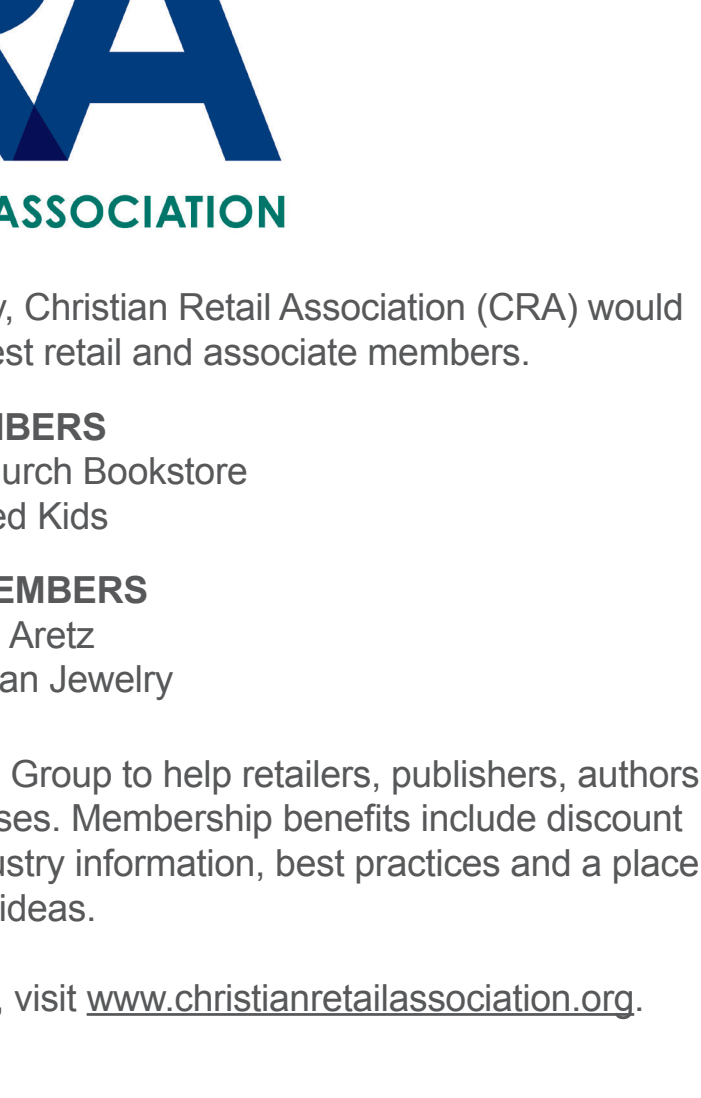


Receive 2 Free Nights at the Gift Market

If you want to see the latest trends in gifts, mark your calendar for the Atlanta Market on July 15–21, or the Las Vegas Market on July 27–31. There is no cost to attend for qualified buyers and media.

And CRA retail members can receive 2 complimentary hotel nights to either the Atlanta or Las Vegas Gift Market!

To receive your benefit, you must register and book your hotel by Friday, June 13 (Atlanta) or Friday, June 27 (Las Vegas). You will need to email your confirmation to buyers@andmore.com. Please be sure to note your buyer membership affiliation with CRA for accurately applied nights.



WELCOME



CRA Welcomes New Members!



CHRISTIAN RETAIL ASSOCIATION

As a community within the Christian retail industry, Christian Retail Association (CRA) would like to recognize and welcome our newest retail and associate members.

RETAIL MEMBERS

St. John the Divine Church Bookstore
Simply Blessed Kids

ASSOCIATE MEMBERS

Alana Haase Aretz
Holly Lane Christian Jewelry

CRA is a non-profit ministry founded by the Munce Group to help retailers, publishers, authors and industry service providers grow their businesses. Membership benefits include discount programs, networking, training and education, industry information, best practices and a place to exchange ideas.

To learn more about becoming a CRA member, visit www.christianretailassociation.org.

CRA | Christian Retail Association

800.868.4388

www.christianretailassociation.org

www.cpeshow.com

www.munce.com

For more information about advertising opportunities, please contact

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