

FOR IMMEDIATE RELEASE

Baker Publishing Group Acquires *The Bible Study* Line of Products from The Brand Sunday

BLOOMINGTON, MN (October 3, 2022)—On September 30, 2022, Baker Publishing Group purchased the publishing rights for *The Bible Study* products from The Brand Sunday.

Baker Publishing Group will now publish and distribute The Brand Sunday products, including *The Bible Study*, which has sold over 350,000 copies since 2017, *The Bible Study: Youth Edition* (2017), and *The Bible Study for Kids*, which releases October 18, 2022.

“With the release of *The Bible Study*, a fledgling start-up publisher generated the astounding breakthrough that our company has sought for years,” said Baker Publishing Group CEO **Dwight Baker**. “We are honored to provide for the enduring ministry of The Brand Sunday and to extend the reach of *The Bible Study*.”

Zach Windahl, founder of The Brand Sunday, said, “As The Brand Sunday grew over time, one of our primary needs was a partner whom we could trust to help introduce *The Bible Study* and our other products to new markets, while maintaining our mission to help people grow in their faith. What started out as a successful addition in conjunction with our current initiatives turned into a fruitful partnership.”

Bethany House editor **Jeff Braun** lauded The Brand Sunday’s unique Bible studies for connecting with believers wherever they are in their faith walks. “In this topsy-turvy world,” Braun said, “people are looking for trustworthy, engaging guides to firm up their beliefs and know God and his Word better. [Windahl] has the heart and life experiences to write to those who are lifelong believers and those just beginning to explore a life of faith—people who want to understand their greater purpose.”

Baker Publishing Group will continue partnering with Windahl as an author with its Bethany House division. The anticipated release of Windahl’s first Bethany House branded book, *See the Good: Finding Grace, Gratitude, and Optimism in Every Day*, is scheduled to release November 15, 2022.

“I’m grateful for the opportunity to continue promoting my upcoming titles,” Windahl continued, “and I look forward to many more projects together in the coming years. We here at The Brand Sunday really feel like this is just the beginning with Baker Publishing Group!”

For a full list of The Brand Sunday products moving to Baker Publishing Group, please visit thebrandsunday.com.

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The Brand Sunday creates resources to make it easier for people to understand the Bible and to grow in their relationship with God. Learn more at thebrandsunday.com.

Bethany House, a division of Baker Publishing Group, seeks to uplift readers' families, faith, and free time with our library of industry-leading fiction and bestselling, Christ-centered nonfiction.

Baker Publishing Group publishes high-quality writings that represent historic Christianity and serve the diverse interests and concerns of evangelical readers. Learn more at bakerpublishinggroup.com.