



ASCENSION
Fall/Winter 2024 Catalog

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PRESBYTER
MCCV - MMXXI

About ASCENSION



To our partners ...

At Ascension, our mission is to present the truth and beauty of the Catholic Faith as the path to a fulfilled life and authentic happiness. We share valuable resources, create powerful media, and build communities to answer the longings of the human heart with the transformative power of the Gospel. But we couldn't fully accomplish this mission without you.

As one of our partners, you play a key role in working to share the truth and beauty of the Faith with Catholics all over the world by facilitating encounters with the living God through faith formation. It is truly a noble mission, and we are honored to work with you.

Within the pages of this catalog, you'll find award-winning, popular titles that have made a deeper relationship with Jesus possible for hundreds of thousands of Catholics. We can't wait to see the impact that they will continue to have, with your help.

Thank you for partnering with Ascension in our mission to present the majestic truths and profound beauty of the Catholic Faith. We look forward to a continued partnership and stand ready to support you and your customers every step of the way.

ASCENSION PRESENTS YOUTUBE

The largest Catholic YouTube channel in English, with over 954,000 subscribers and over 173 million views

#1 PODCASTS ON APPLE IN ALL CATEGORIES

Both *The Bible in a Year* (with Fr. Mike Schmitz)[™] and *The Catechism in a Year* (with Fr. Mike Schmitz) have been #1 on the Apple podcasting chart in all categories.

2 MILLION SOCIAL MEDIA FOLLOWERS

Ascension's popular Instagram, Facebook, YouTube, and other social media accounts feature weekly content

CUTTING-EDGE DIGITAL ADS

Our marketing team promotes our key products with digital ads on Google, Facebook, Amazon, and other major platforms



The Catechism of the Catholic Church, Ascension Edition A PUBLISHING TRIUMPH

“As a Catechist who teaches in RCIA, I know that the *Catechism* is an indispensable tool; but the Ascension Edition of the *Catechism* improves the reading and reference experience so much more. It is truly one of the most gorgeous books that I own. It isn't beautiful for beauty's sake—the design choices also make the material easier to engage, understand, and appreciate. The Ascension Edition of the *Catechism of the Catholic Church* is truly a publishing triumph. Every Catholic should own or have access to one.

— Daniel Rothamel

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Ordering Information

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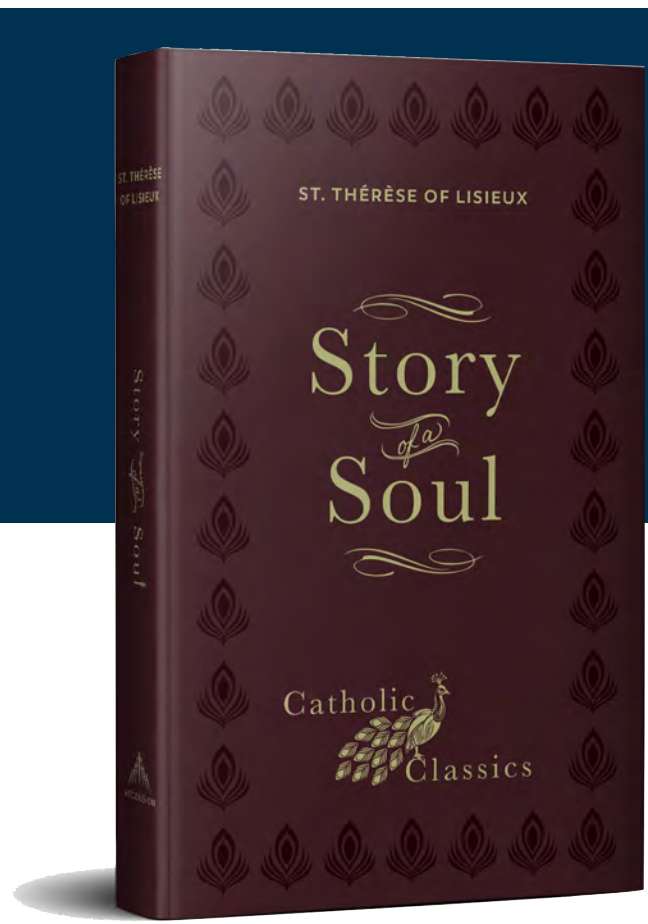
For all other inquiries: Ascension (484) 875-4550 or sales@ascensionpress.com

All titles available through Ingram, Baker & Taylor, and direct through AscensionPress.com.

For full terms and conditions, please email sales@ascensionpress.com.

All wholesale and distributor orders are eligible for returns within 90 days.

Please note: prices subject to change



STORY OF A SOUL ST. THÉRÈSE OF LISIEUX

Translated from the Original Manuscripts by John Clarke, O.C.D.
With an introduction and commentary by Fr. Jacob Bertrand Janczyk, O.P. and Anne-Elisabeth Giuliani
And a foreword by Cardinal Anders Arborelius, O.C.D.

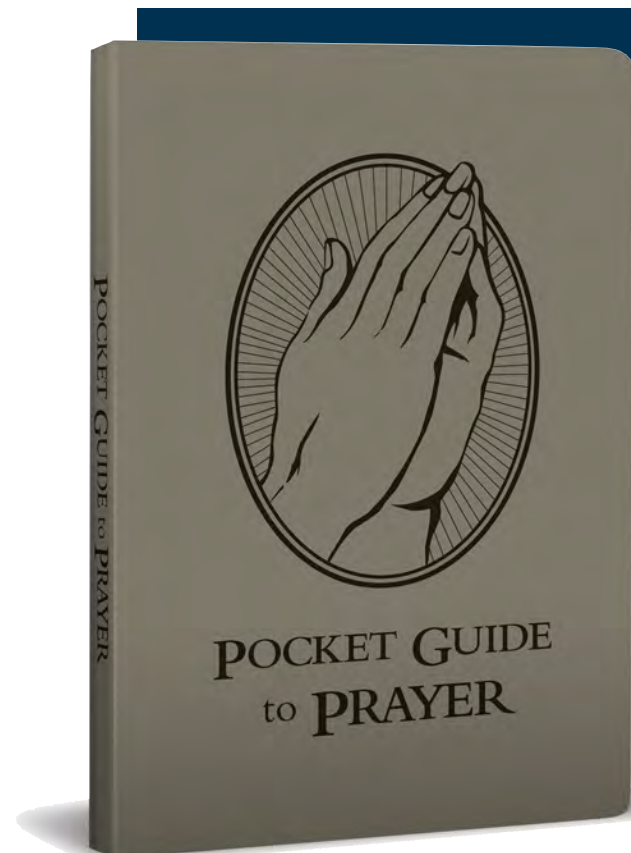
978-1-954882-90-4 | 402 pages | 5.5" x 8.5"
Hardcover | \$29.99

- Dive into the life of St. Thérèse through reading her cherished autobiography!
- Catholics will find invaluable insights into simplicity, humility, and trust in God through reading the words of this powerful saint
- This edition includes the complete English translation of St. Thérèse's text
- Expert commentary from Fr. Jacob Bertrand Janczyk, O.P. and Anne-Elisabeth Giuliani introduces each chapter
- Learn the "Little Way" of holiness from this Doctor of the Church!

**RELEASING
SEPTEMBER 2024**

THIS EDITION INCLUDES:

- A photo print insert of Ascension's exclusive Sacred Art painting of St. Thérèse
- Over 20 photos from St. Thérèse's life
- A leatherlike cover, sewn binding, foil stamping, and a place-holding ribbon



POCKET GUIDE TO PRAYER

Written by Edward and Beth Sri, Fr. Mark-Mary Ames

978-1-954882-60-7 | 133 pages | 4.5" x 6.5"
Leatherlike | \$24.95

Dr. Edward Sri, Beth Sri, and Fr. Mark-Mary Ames, CFR, put together a simple yet robust guide to prayer.

In this new Pocket Guide, readers will learn:

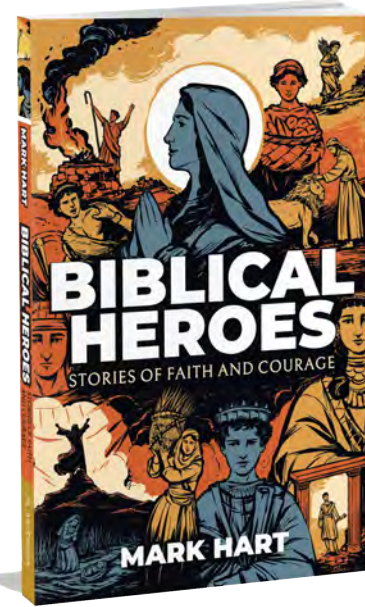
- How to make prayer a true conversation with God.
- How to overcome distractions, dryness, and other common difficulties in prayer
- How to follow through on prayer commitments
- How to build a prayer routine for your season of life

Practical steps and tools make this guide a helpful resource for Catholics of all ages!

FEATURES:

- Durable, leatherlike cover
- Ribbon to hold your place
- Text of important and popular Catholic prayers
- Small, easy-to-carry size so you can bring it with you wherever you pray!

NEW RELEASES



BIBLICAL HEROES

Written by Mark Hart

Illustrated by Chris Lewis

FEATURES:

- Brings biblical figures to life in an engaging way.
- Paired with relatable anecdotes and vibrant illustrations, readers discover the triumphs and challenges of individuals who devoted their lives to God.
- Readers gain a deeper understanding of the Bible's key figures while learning lessons about courage, compassion, and faith.

SPECS

ISBN 978-1-954882-76-8

144 pages

5.5" x 8.25"

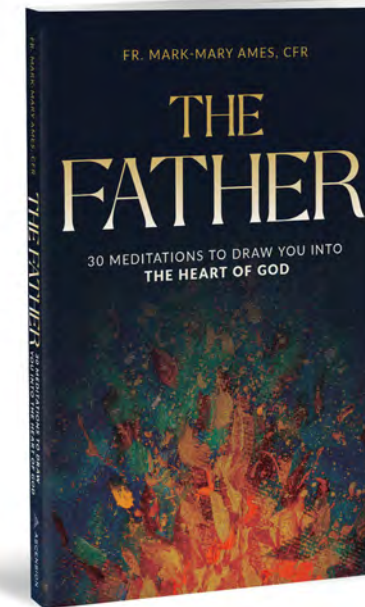
Hardcover

Ages 11-14

\$15.99

Contact

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THE FATHER: 30 MEDITATIONS TO DRAW YOU INTO THE HEART OF GOD

By Fr. Mark-Mary Ames, CFR

FEATURES:

- Award-winning author
- A transformative 30-day retreat deep into the heart of God the Father
- 30 inspiring accounts of exemplary fathers along with scriptural reflections, prayer, and space to write your own thoughts.
- Claim your dignity as a cherished child of God and as "heir of his blessed life."

SPECS

ISBN 978-1-954882-35-5

160 pages

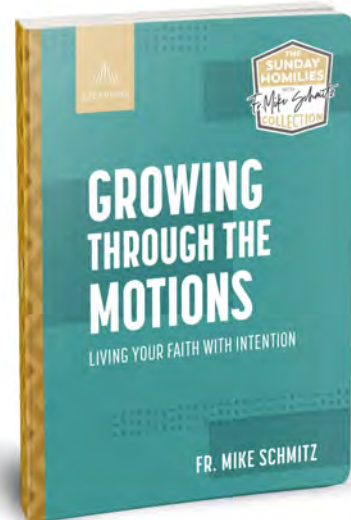
5.5" x 8.5"

Paperback

\$15.95

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GROWING THROUGH THE MOTIONS

By Fr. Mike Schmitz

FEATURES:

- We know that our true home is Heaven, not earth. But how should we live with that in mind?
- In this booklet, Fr. Mike Schmitz shows Catholics how to live "in the world, but not of it" in practical terms.

SPECS

ISBN 978-1-954882-98-0

53 pages

5.5" x 7.75"

Paperback

\$12.95

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SET APART

By Fr. Mike Schmitz

FEATURES:

- How would your life be different if you could grow in faith through mundane, daily tasks?
- In this booklet, Fr. Mike Schmitz shows Catholics a way of looking at things that seem mundane, but are actually the most important.

SPECS

ISBN 978-1-954882-96-6

71 pages

5.5" x 7.75"

Paperback

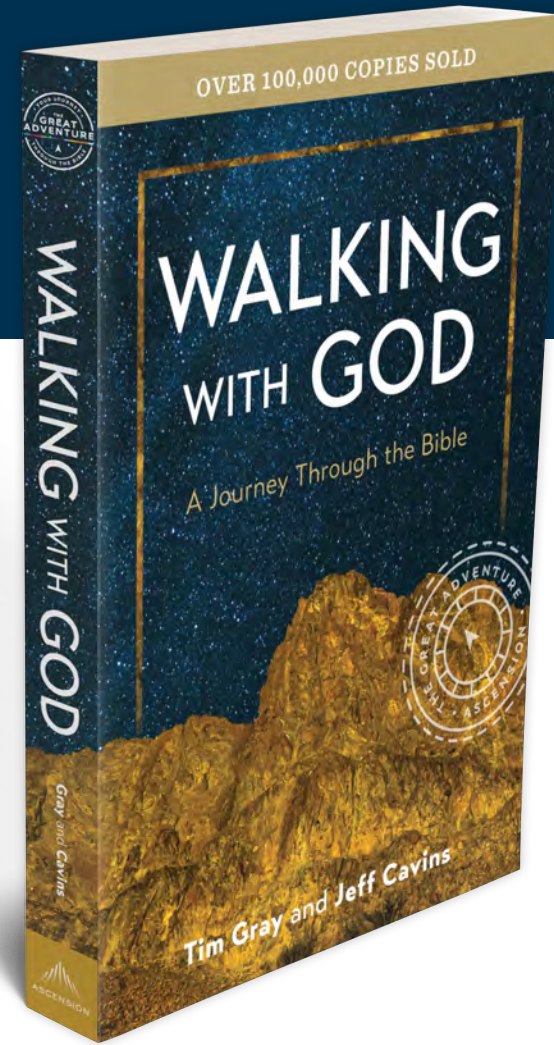
\$12.99

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RELEASING
AUGUST 2024

RELEASING
SEPTEMBER 2024



WALKING WITH GOD

Written by Tim Gray and Jeff Cavins

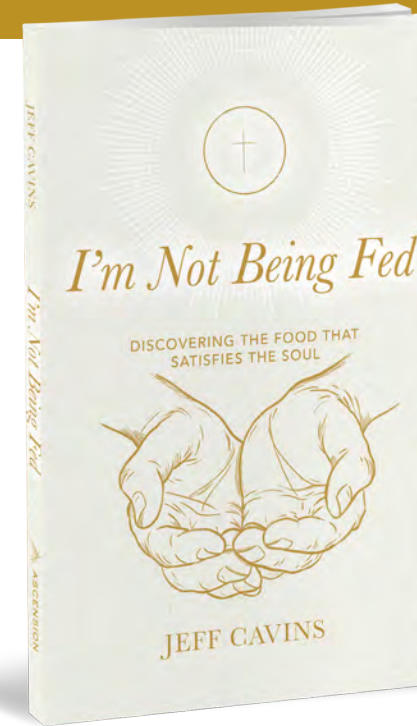
978-1-954882-70-6 | 315 pages | 8.25" x 10"
Paperback | \$16.99

FEATURES:

- Tim Gray and Jeff Cavins unpack the central story of Scripture and present it in an easy-to-read, concise manner.
- Not only is this an insightful individual book but the definitive book to understanding *The Bible Timeline*® Learning System, which is the backbone of the #1 podcast *The Bible in a Year*™.
- Tim Gray and Jeff Cavins take you on a journey through the “narrative” books of the Bible—the ones that tell the story—and present a panoramic view of God’s glorious plan of salvation.

MARKETING AND PUBLICITY

- Mentioned in chart-topping podcast *The Bible in a Year* (with Fr. Mike Schmitz)™
- Endorsements from Fr. Mike Schmitz, Dr. Scott Hahn, and more!
- Over 100,000 copies sold



I'M NOT BEING FED

By Jeff Cavins

FEATURES:

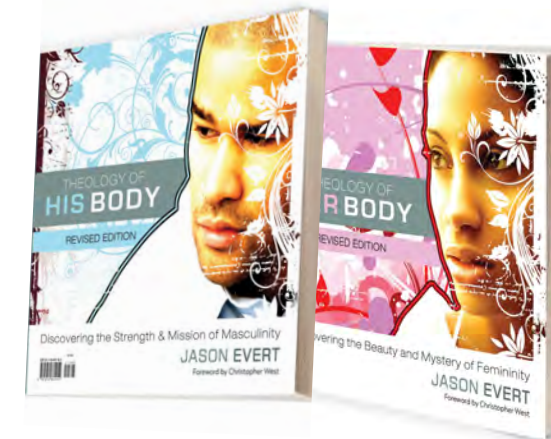
- Explores what Catholics who have left the Church mean when they say they “weren’t being fed”
- Explains why some Catholics don’t feel spiritually satisfied, even if they attend Mass
- Discusses how to help those who have left the Church to embark on their journey home
- Explains the spiritual significance of the Holy Eucharist, which is relevant to the 2024 Eucharistic Revival

SPECS

ISBN 978-1-954882-68-3
152 pages
5.5" x 8.25"
Paperback
\$14.99

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THEOLOGY OF HIS BODY / THEOLOGY OF HER BODY

(2 BOOKS, 1 VOLUME)

By Jason Evert

FEATURES:

- Compact, two-in-one book for teens based on St. John Paul II’s Theology of the Body
- Explores the body’s goodness and meaning and the dignity of each person
- Explains how men and women are uniquely created (with an updated section on same-sex attraction)
- Uncovers the mission of every man or woman

SPECS

978-1-954882-45-4
112 pages
7" x 7"
Paperback
\$13.95

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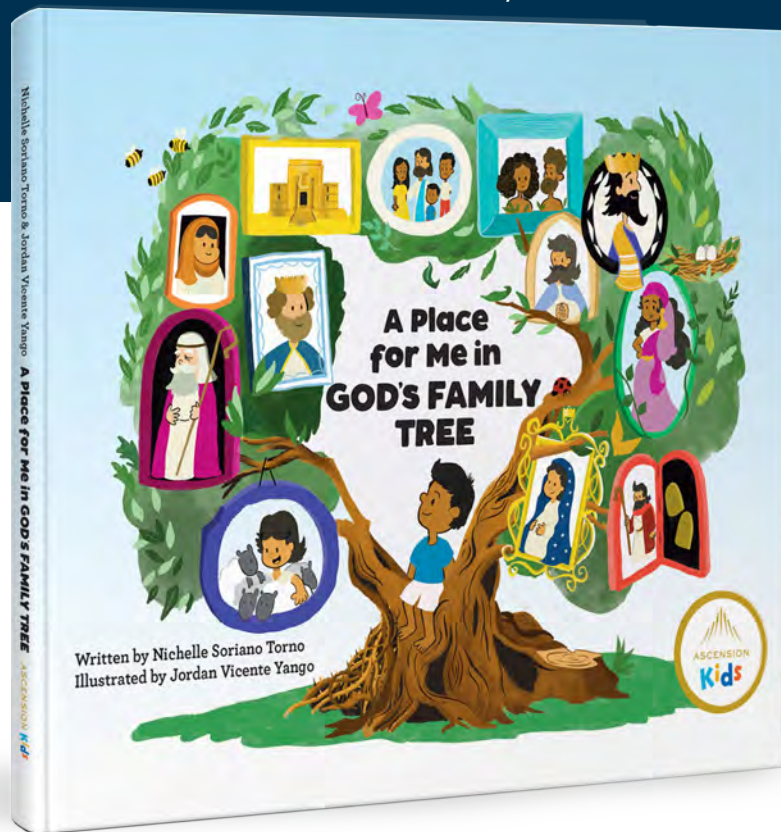
A PLACE FOR ME IN GOD'S FAMILY TREE

Written by Nichelle Soriano Torno | Illustrated by Jordan Vicente Yango

978-1-954882-77-5 | 56 pages | 9.75" x 8"
Hardcover | Ages 4-8 | \$16.99

FEATURES:

- A curious little boy learns about his family tree and finds out it is bigger than he expected!
- More than just a recounting of the genealogy of Jesus, *A Place for Me in God's Family Tree* reveals the captivating story of salvation history.
- Rich in color, the book incorporates *The Bible Timeline*® Learning System—the same one that serves as the basis of the chart-topping podcast *The Bible in a Year* (with Fr. Mike Schmitz)™.



MARKETING AND PUBLICITY

- Press release announcing the book will be published in Ascension's newsroom
- Email marketing to Ascension's email list
- Social media ad campaigns
- Color coded to follow *The Bible Timeline* Learning System that is used on *The Bible in a Year*.

MY FIRST INTERACTIVE BIBLE

Written by Suzy Senior

978-1-954882-88-1 | 18 pages | 6.3" x 6.3"
Board Book | Ages 1-5 | \$12.99

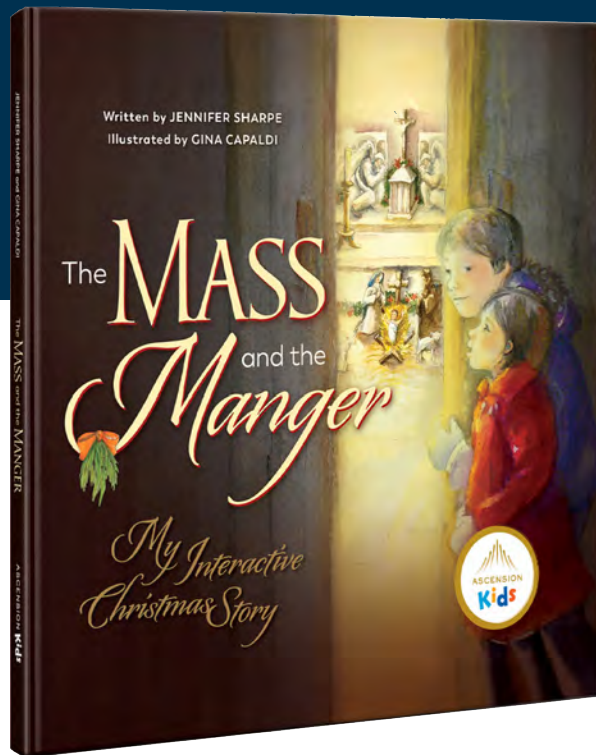
FEATURES:

- Children ages 1-5.
- Contains 9 authentically Catholic Bible stories from Creation to the Resurrection.
- Fun and bright illustrations to capture the imagination of littlest ones.
- A variety of interactive elements including lifting flaps, touch and feel, moving sliders, and turning wheels.
- Board pages for durability and easy handling for little hands.



MARKETING AND PUBLICITY

- Press release announcing the book will be published in Ascension's newsroom
- Email marketing to Ascension's email list
- Social media ad campaigns
- The next book in the best-selling interactive children's line
- Marketed to existing audience of interactive children's book lovers



THE MASS AND THE MANGER MY INTERACTIVE CHRISTMAS STORY

Written by Jennifer Sharpe | Illustrated by Gina Capaldi

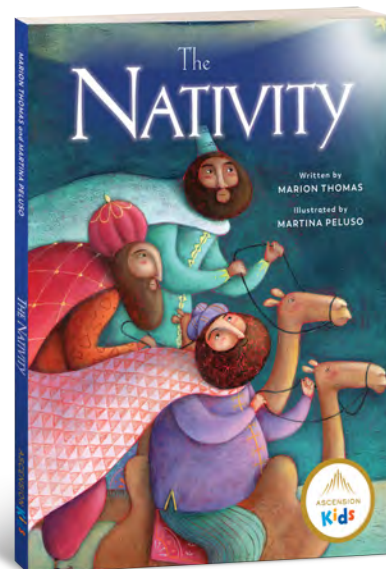
978-1-954882-08-9 | 23 pages | 8" x 8"
Hardcover | Ages 6-10 | \$18.99

FEATURES:

- Beautiful, creative retelling of the Christmas story reveals that the Eucharist is at the heart of Christmas.
- Gorgeous artwork rekindles the wonder of the first Christmas.
- Prayerful rhymes lead children deeper into the true meaning of Christmas with a parallel story of a boy and his sister at midnight Mass.
- Shows children that Jesus is present in the Eucharist. Perfect for during the Eucharistic Revival.
- Award-winning author.

MARKETING AND PUBLICITY

- Promo video showcasing the story and the book's interactive features
- Email marketing to Ascension's list
- Social media ad campaigns
- Complementary, author-led marketing and publicity



THE NATIVITY

Written by Marion Thomas

Illustrated by Martina Peluso

FEATURES:

- Read aloud the stories of the Annunciation, the Visitation, how Joseph came to understand his role in the story, the journey to Bethlehem, Jesus' birth, the angels' appearance to the shepherds, the wise men, the flight into Egypt and the Holy Innocents, and the Holy Family's return to Galilee
- Pairs well with *A Very Noisy Stable*, which is perfect for slightly younger children ages 3-5

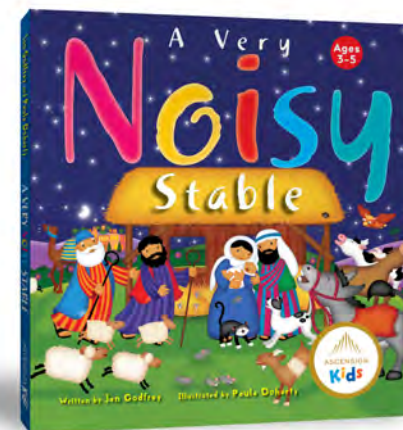
Only available in US and Canada

SPECS

ISBN 978-1-954881-08-2
32 pages
8.25" x 11"
Hardcover
Ages 3-7
\$16.99

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for full details of international sales.



A VERY NOISY STABLE

Written by Jan Godfrey

Illustrated by Paula Doherty

FEATURES:

- The story of the birth of Jesus retold for children ages 3-5 in a beautifully illustrated book
- Repetitive nature of the noises made by the animals on that first Christmas night delights children
- Includes a special activity to help young readers to better understand what Catholics celebrate on Christmas

Only available in US and Canada

SPECS

ISBN 978-1-954881-30-3
32 pages
8.7" x 8.7"
Hardcover
Age 3-5
\$16.99

Contact

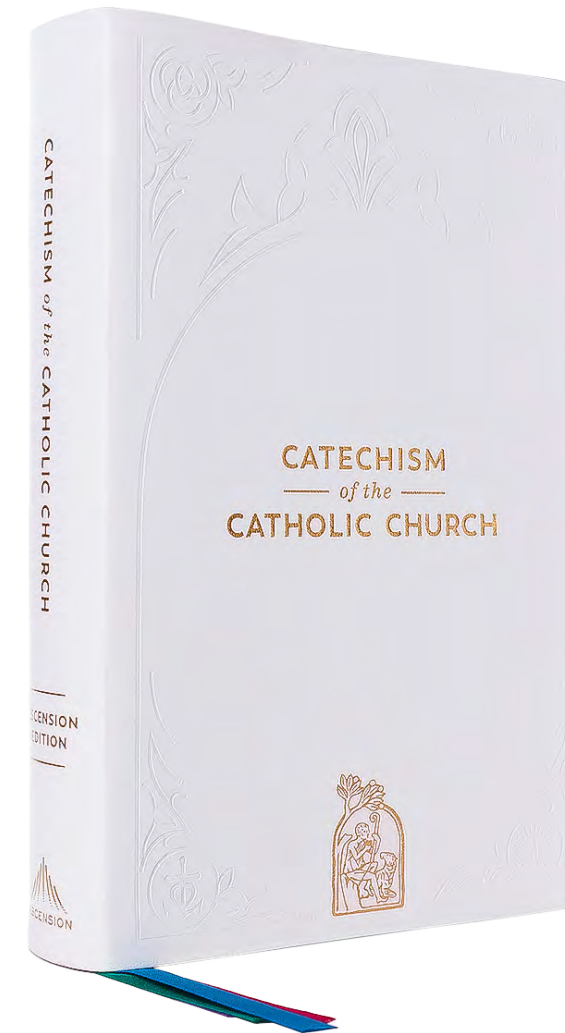
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MARKETING AND PUBLICITY

- Read by Fr. Mike Schmitz in the chart-topping *Catechism in a Year* podcast
- First-ever *Catechism* with added supplemental content
- Only *Catechism* with the *Foundations of Faith* approach integrated into it
- 2023 Association of Catholic Publishers Resource of the Year award

FEATURES:

- Built-in tools never provided in any other edition
- Carefully designed pages with the color-coded *Foundations of Faith* approach make this foundational document easy to understand
- Highlighted keywords and visual references help readers quickly identify major teachings
- Dozens of callout boxes highlight where the *Catechism's* teachings come from
- Exclusive appendix introduces hundreds of *Catechism* sources
- *The Catechism at a Glance Chart* woven within the text shows how the *Catechism* is structured



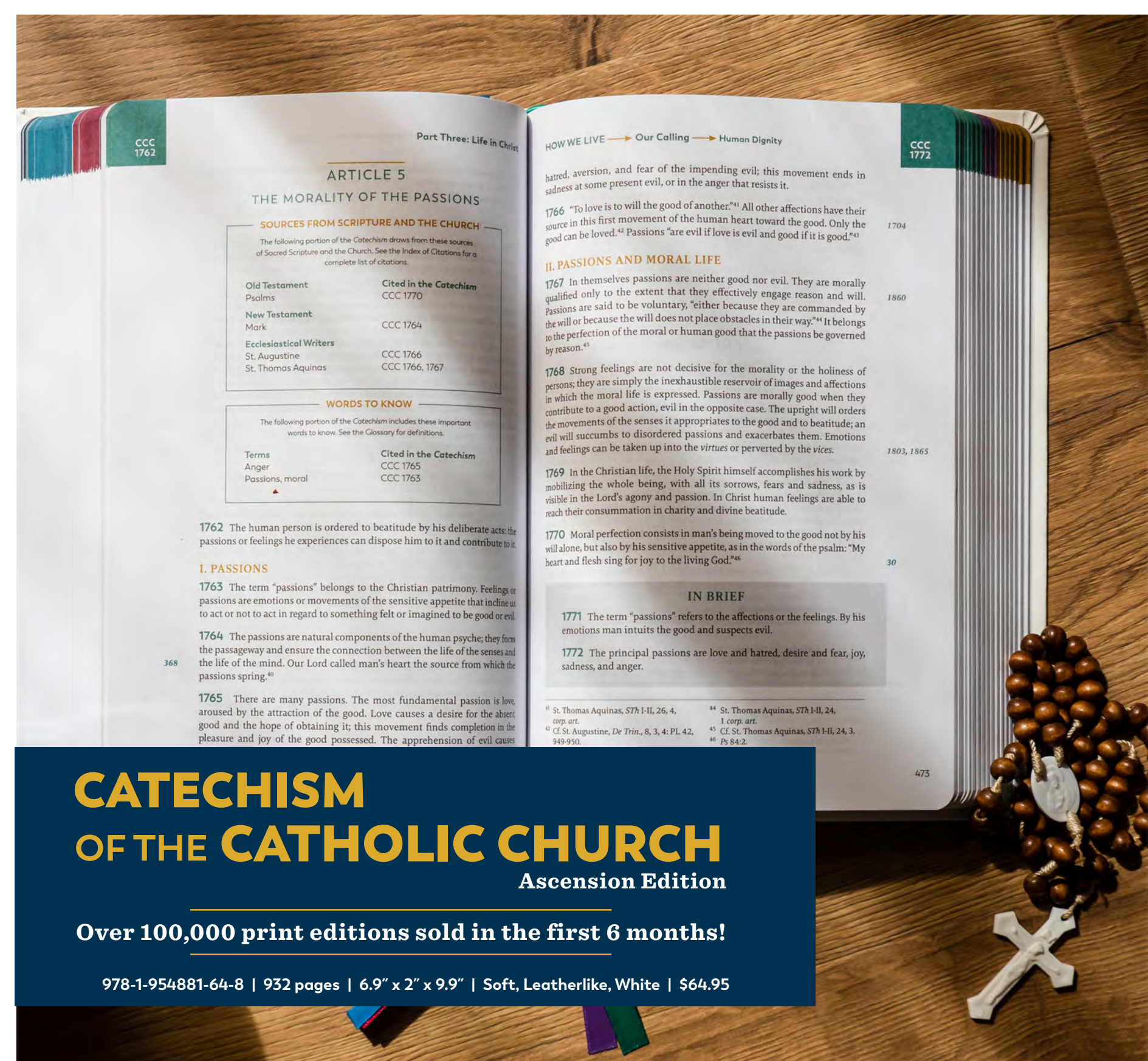
CATECHISM OF THE CATHOLIC CHURCH

Ascension Edition

Over 100,000 print editions sold in the first 6 months!

978-1-954881-64-8 | 932 pages | 6.9" x 2" x 9.9" | Soft, Leatherlike, White | \$64.95

Order at 1-800-376-0520 | sales@ascensionpress.com | 15



THE CATECHISM IN A YEAR

WITH FR. MIKE SCHMITZ

#1 overall in the US Apple podcast charts



MARKETING AND PUBLICITY

- Available on all major podcasting platforms, YouTube, and the Ascension App
- Hosted by Fr. Mike Schmitz, popular podcast host
- Accompanied by the best-selling *Catechism of the Catholic Church*, Ascension Edition

The *Catechism* became #1!

With this podcast, Catholics will:

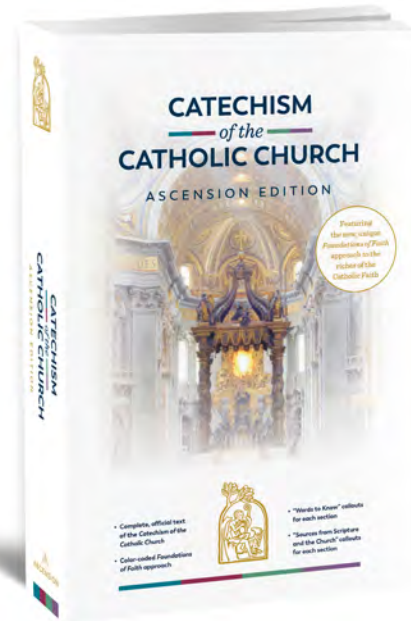
- Read the entire *Catechism of the Catholic Church* in 365 days
- Understand the essentials of the Catholic Faith and why they matter
- See how Church teaching is rooted in Sacred Scripture and Tradition
- Encounter God's plan of sheer goodness
- Transform their relationship with the Church that Christ founded

Right after the podcast's release, it hit #1 overall podcast on Apple's US podcast chart for nearly 2 weeks! Not only has the podcast been revolutionary for Catholics, but listeners from other religions have been exploring the Catholic Faith as well.



Fr. Mike Schmitz is the host of the 2021 breakout podcast *The Bible in a Year (with Fr. Mike Schmitz)*[™] and *The Catechism in a Year (with Fr. Mike Schmitz)*, which both were #1 overall on the US Apple Podcast chart after their respective launches.

Fr. Mike is the director of Youth and Young Adult Ministry for the Diocese of Duluth and the chaplain for the University of Minnesota-Duluth Newman Center.



CATECHISM OF THE CATHOLIC CHURCH, ASCENSION EDITION, PAPERBACK

FEATURES:

- Same color-coded learning tools as the original Ascension Edition of the *Catechism*
- Accessible price point for bulk and individual purchase
- Carefully designed pages with the color-coded *Foundations of Faith* approach
- Highlighted keywords and visual references help readers quickly identify major teachings
- Exclusive appendix introduces hundreds of *Catechism* sources

SPECS

ISBN 978-1-954881-89-1
932 pages
6" x 9"
Paperback
\$39.95

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CATECHISM OF THE CATHOLIC CHURCH, ASCENSION SPANISH EDITION, PAPERBACK

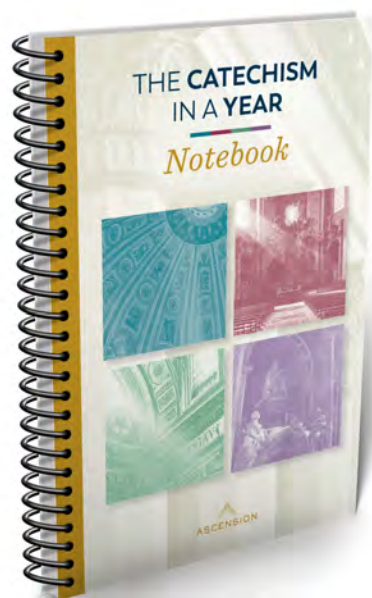
- Only Spanish-language edition of the *Catechism* with the *Foundations of Faith* approach
- Same color-coded learning tools as the original Ascension Edition of the *Catechism*
- Accessible price point for bulk and individual purchase
- Highlighted keywords and visual references help readers quickly identify major teachings
- Exclusive appendix introduces hundreds of *Catechism* sources

SPECS

978-1-954881-65-5
6" x 9"
Paperback
\$39.95
992 Pages

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THE CATECHISM IN A YEAR NOTEBOOK

FEATURES:

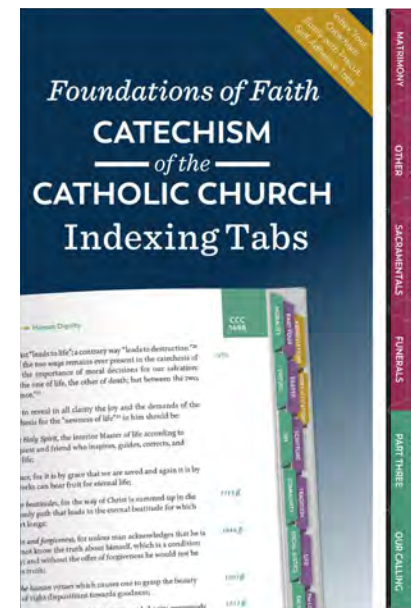
- The perfect place to record your journey through *The Catechism in a Year!*
- One full page of note-taking space per episode of the podcast
- Color-coded pages using the *Foundations of Faith* approach
- The proprietary *Catechism in a Year* Reading Plan, laid out for each day
- Spiral binding for easy note-taking

SPECS

ISBN 978-1-954881-56-3
383 pages
6" x 9"
Spiral-Bound
\$15.95

Contact

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FOUNDATIONS OF FAITH CATECHISM OF THE CATHOLIC CHURCH INDEXING TABS

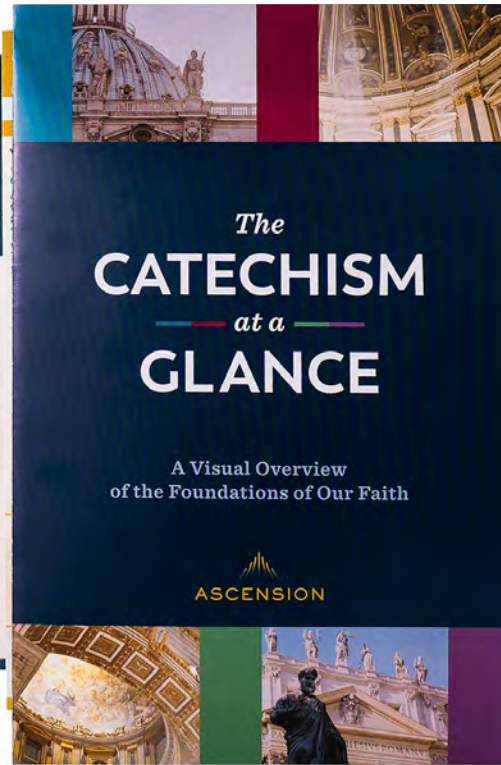
- Color-coded tabs for all 4 parts, 8 sections, and 20 chapters of the *Catechism of the Catholic Church*
- 33 additional tabs for the 7 sacraments, key topics, and commonly discussed teachings
- Tabs for the introductory documents, table of contents, Introduction, Prologue, Appendix, Glossary, Subject Index, and Index of Citations
- Easy-to-follow instructions for application on any full-size *Catechism* and a few extra tabs to practice with before applying

SPECS

9781-9-548818-0-8
\$9.95

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for full details of international sales.

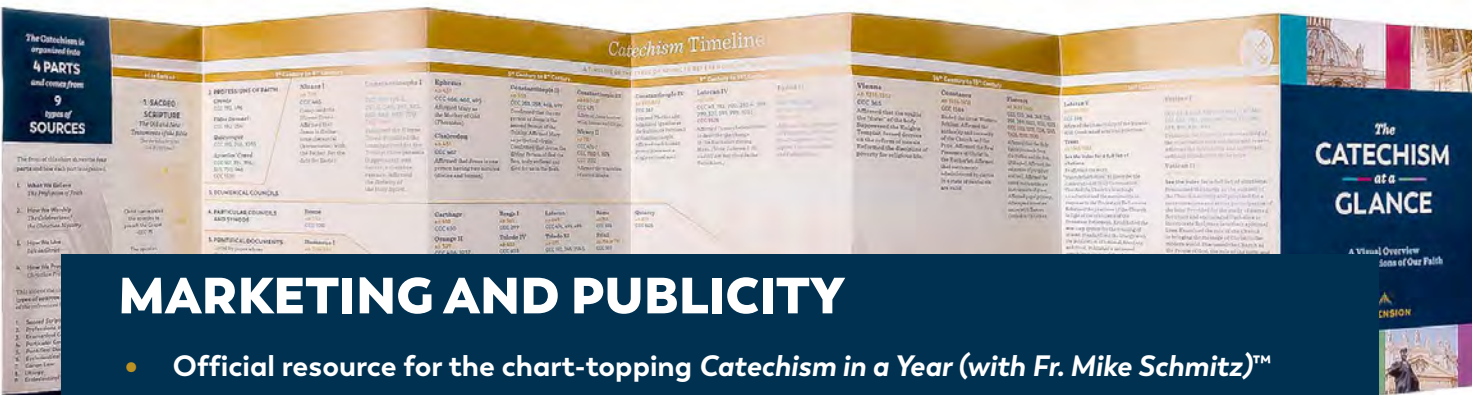


THE CATECHISM AT A GLANCE CHART

A Visual Overview of the Foundations of Our Faith

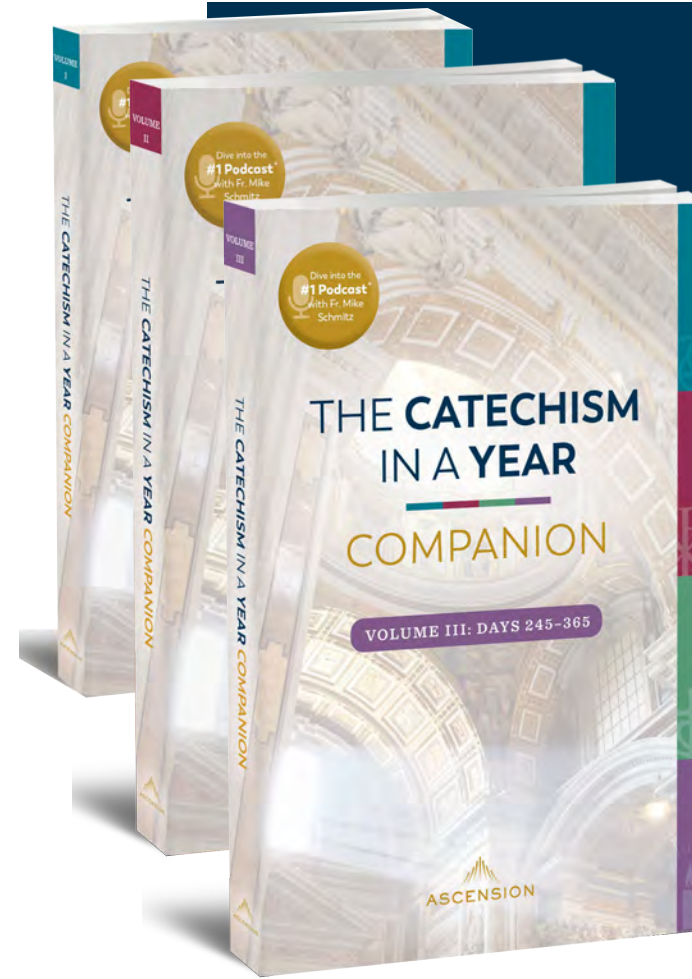
978-1-954881-70-9 | 5.5" x 8.5" | Chart | \$5.95

- Makes the structure and history of the *Catechism* easy to remember and understand
- Organizes the 4 main parts of the *Catechism* using the color-coded *Foundations of Faith* approach
- Ties major teachings of the *Catechism* together
- Folds out to give a timeline of Church history, from the apostles to the 21st century
- Identifies the 9 types of sources found within the *Catechism*
- Includes specific paragraph references for further exploration



MARKETING AND PUBLICITY

- Official resource for the chart-topping *Catechism in a Year (with Fr. Mike Schmitz)*™ podcast
- Included free with the bestselling *Catechism of the Catholic Church, Leatherlike Edition*
- Can be used as a resource with any official *Catechism*



THE CATECHISM IN A YEAR COMPANION, VOLUMES I, II, & III

Fr. Mike Schmitz, Dr. Petroc Willey, Ann Koshute (Vol. I only),
Matthew Doeing (Vol. II only)

Volume I: 978-1-954882-18-8 | Volume II: 978-1-954882-57-7

Volume III: 978-1-954882-57-7
6" x 9" | Paperback | \$24.95

- The *Catechism in a Year Companions* take Catholics through the #1 podcast *The Catechism in a Year (with Fr. Mike Schmitz)*™ including daily summaries, transcripts of Fr. Mike's prayers, and bonus content for each episode.
- The perfect resource to remember what you're hearing about each portion of the *Catechism*!
- The Companions present content including the *Catechism in a Year Reading Plan*, highlights of Fr. Mike's commentary, and unique content surrounding each day's reading.

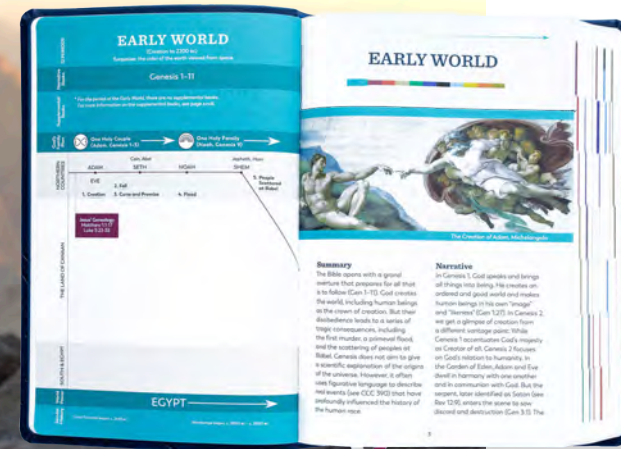
MARKETING AND PUBLICITY

- Products dive deeper into the #1 *Catechism in a Year* podcast
- Created in collaboration with customers in *The Catechism in a Year* Official Facebook Group
- Press release to be published on Ascension's website
- Email marketing to Ascension's email list

THE GREAT ADVENTURE CATHOLIC BIBLE

Jeff Cavins, Mary Healy, Andrew Swafford, and Peter Williamson

978-1-945179-41-9 | 1,664 pages | 6.5" x 9.5" | Soft, Leatherlike, Blue | \$64.95

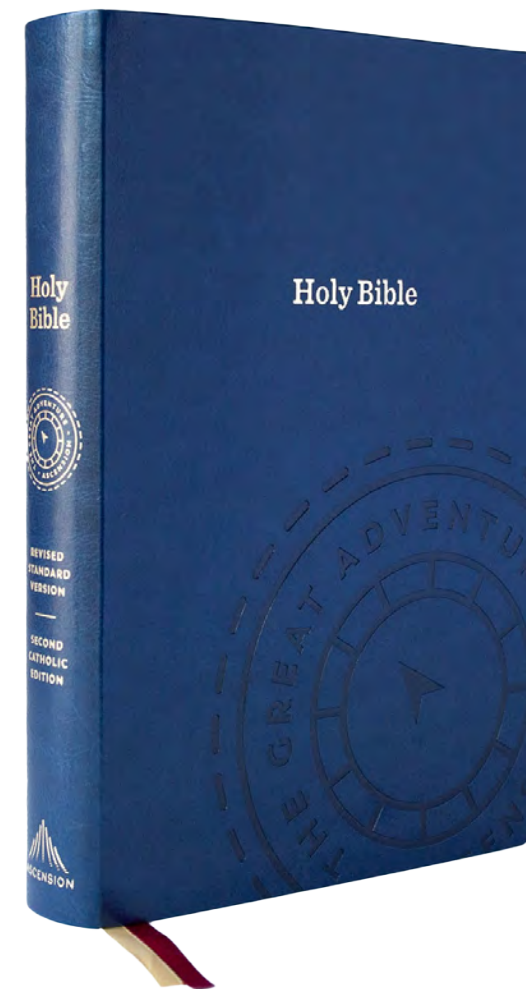


MARKETING AND PUBLICITY

- Read by Fr. Mike Schmitz in the chart-topping *Bible in a Year* podcast
- Only Bible in the world with the color-coded *Bible Timeline Learning System*
- Most popular and best-rated Catholic Bible on Amazon
- Used by hundreds of thousands of Catholics

FEATURES

- Color-coded system based on the most popular Bible study program in the English-speaking world
- Presents the story of salvation history using a narrative approach
- 12 detailed charts give a visual overview of each biblical time period
- 19 articles explain each biblical time period and the major covenants of salvation history
- 16 full-color maps bring the world of Scripture to life
- The words of Jesus printed in red
- 2 ribbon markers



Order at 1-800-376-0520 | sales@ascensionpress.com | 23

THE BIBLE IN A YEAR

#1 overall in the US Apple podcast charts

(WITH FR. MIKE SCHMITZ)[™]
FEATURING JEFF CAVINS



MARKETING AND PUBLICITY

- 660 million+ all-time downloads since 2021
- Featured in *NY Times Magazine*, *The Wall Street Journal*, *CBS National News*, and more!
- #1 Award in Religion and Spirituality from The Podcast Awards
- Extensive social media campaigns executed
- YouTube channel for daily episodes

#1 Religion and Spirituality podcast on Apple charts

- Guides listeners through the entire Bible in 365 episodes
- Exclusive reading plan rooted in *The Bible Timeline*, a groundbreaking approach to understanding salvation history

Listeners of all religions can dive even deeper into the Bible with:

- *The Great Adventure Catholic Bible* (the same one Fr. Mike reads on the podcast)
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Fr. Mike Schmitz is the host of the 2021 breakout podcast *The Bible in a Year (with Fr. Mike Schmitz)*[™] and *The Catechism in a Year (with Fr. Mike Schmitz)*, which both were #1 overall on the US Apple Podcast chart after their respective launches.

Fr. Mike is the director of Youth and Young Adult Ministry for the Diocese of Duluth and the chaplain for the University of Minnesota-Duluth Newman Center.

The Bible in a Year (with Fr. Mike Schmitz) featuring Jeff Cavins was the #1 show on Apple Podcasts in all categories for 17 days after its launch, from January 2–18, 2021, and hit the same position again in January 2022.



THE GREAT ADVENTURE CATHOLIC BIBLE, PAPERBACK

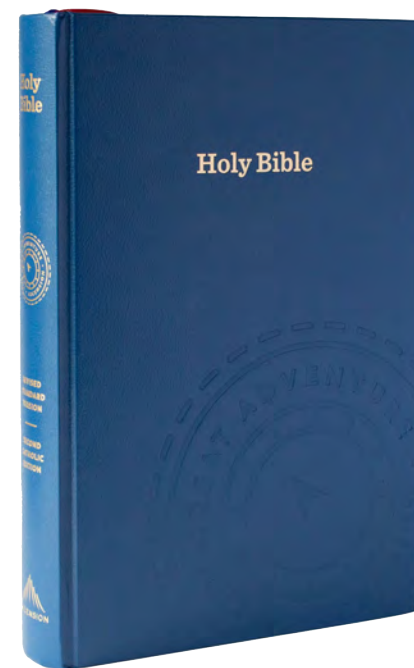
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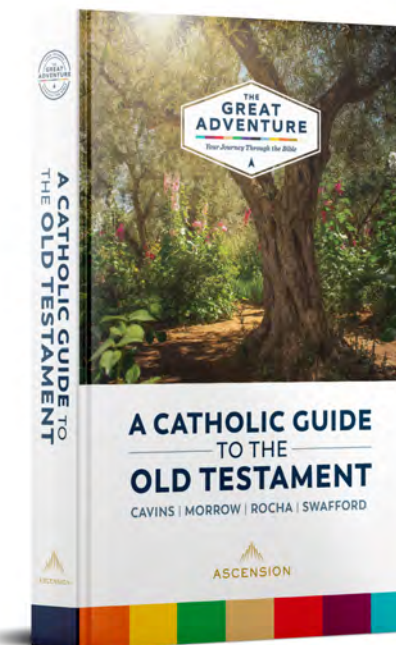
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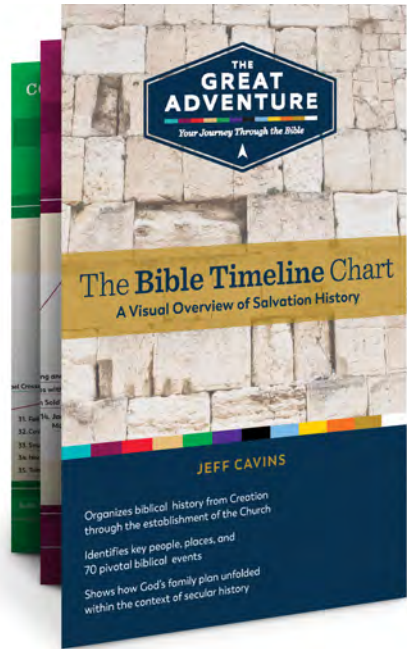
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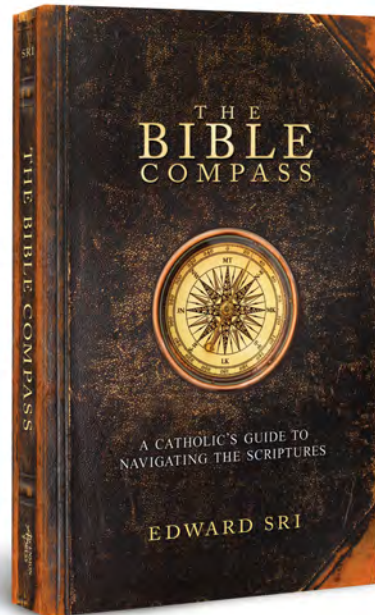
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By Edward Sri

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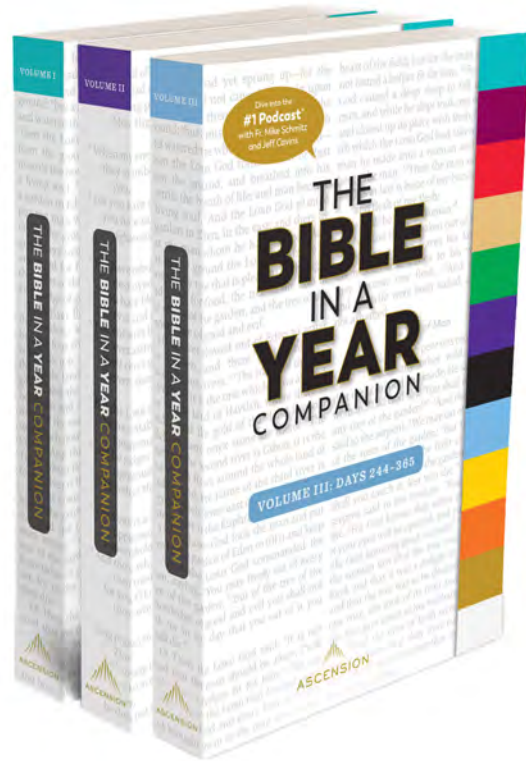
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Volume III: 978-1-954881-17-4
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By Fr. Sergio Serrano

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This podcast offers listeners

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- Episodes on each *Bible Timeline* period to provide listeners biblical context for listening



Fr. Sergio Serrano is a member of the Dominican Province of St. Martín de Porres. He is the parish administrator of St. Francis Xavier parish, the director of the Hispanic

Apostolate for the Archdiocese of New Orleans, a doctoral candidate in Pastoral Ministry at the University of Barry in Miami, Florida, and more.

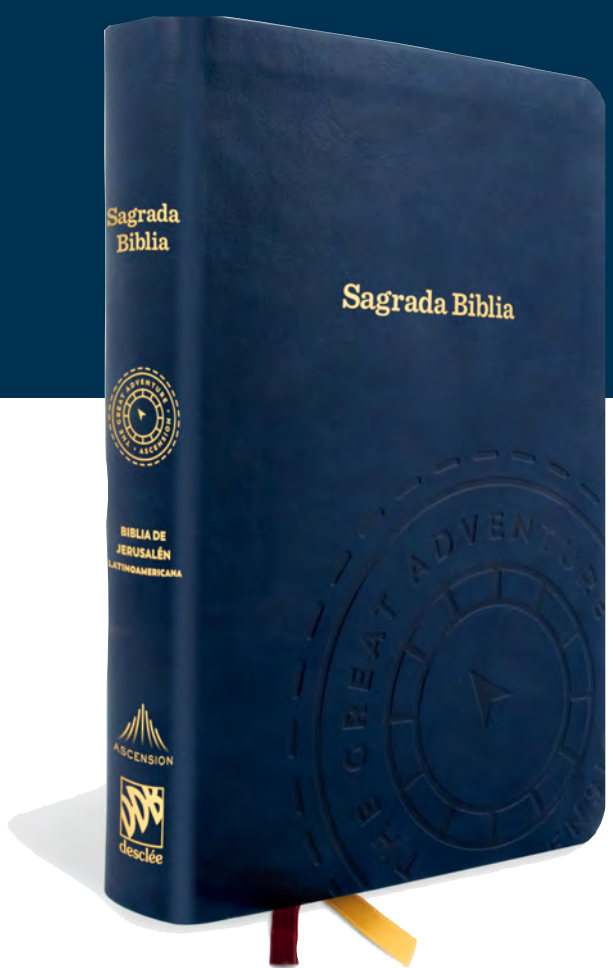


Fr. Dempsey Acosta is an adjunct professor of Biblical Theology. He is a peritus (theological advisor) and consultant of the American Bible Society

in the Presidential Liaison and Roman Catholic Ministry Department, as well as an expert consultant for biblical translations with the United States Conference of Catholic Bishops.

MARKETING AND PUBLICITY

- Spanish flyer created
- Produced in collaboration with the Juan Diego Network
- Has its own YouTube Channel for daily episodes



THE GREAT ADVENTURE CATHOLIC BIBLE, SPANISH EDITION

By Jeff Cavins, Mary Healy, Andrew Swafford, Peter Williamson, and Fr. Sebastian Carnazzo

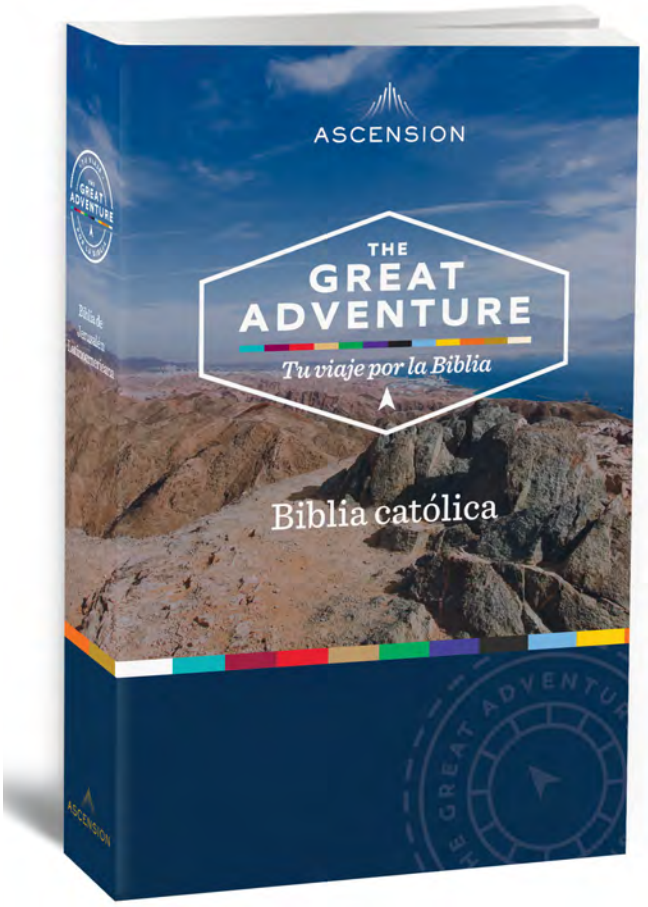
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MARKETING AND PUBLICITY

- Read by Fr. Sergio Serrano in *La Biblia en un Año* podcast
- Sell-sheet available in Spanish
- Promotional videos were made in Spanish
- Spanish product pages created



THE GREAT ADVENTURE CATHOLIC BIBLE, SPANISH EDITION, PAPERBACK

By Jeff Cavins, Mary Healy, Andrew Swafford, Peter Williamson, and Fr. Sebastian Carnazzo

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- 19 articles explain each biblical time period and the major covenants of salvation history

MARKETING AND PUBLICITY

- Read by Fr. Sergio Serrano in *La Biblia en un Año* podcast
- Sell-sheet available in Spanish
- Promotional videos were made in Spanish



Over the past several decades, **Jeff Cavins** has dedicated his life to developing *The Bible Timeline: The Story of Salvation*, a practical, interactive program that helps people read the “big picture” of God’s plan of salvation in Sacred Scripture and understand its meaning for their lives.



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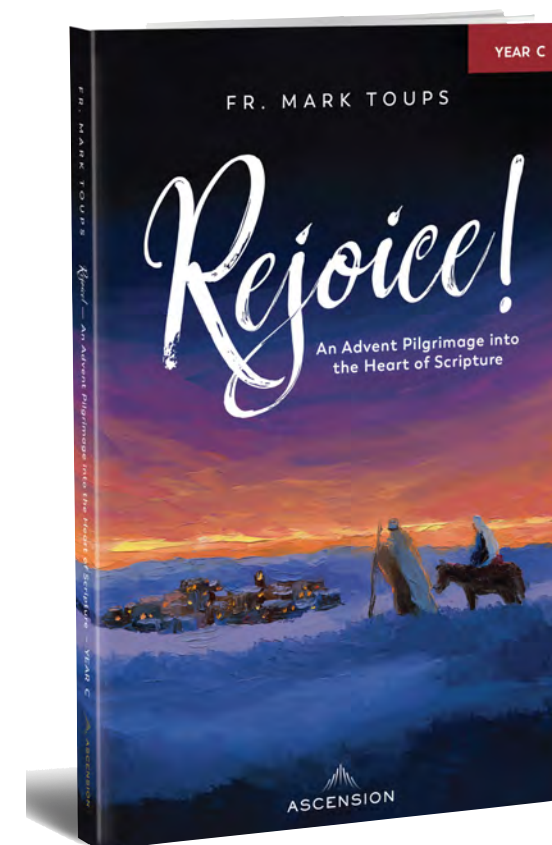
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MARKETING AND PUBLICITY

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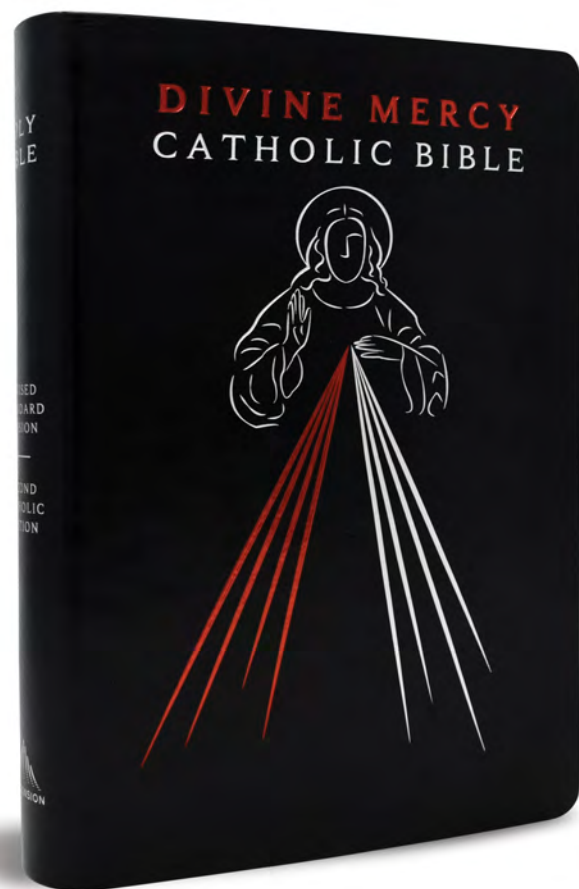


Fr. Toups is a priest for the Diocese of Houma-Thibodaux, where he is the vicar general as well as pastor of Our Lady of the Isle Church in Grand Isle, Louisiana. Fr. Toups is an adjunct faculty member for the Institute for Priestly Formation, specializing in communications, development, and spiritual direction. His many books and studies help Catholics to deepen their prayer lives and encounter the Lord, particularly through meditation on Scripture and celebration of the holy seasons of Advent and Lent. Fr. Toups is the author of the *Rejoice! Advent Meditations* series and the *Lenten Companion* series from Ascension.

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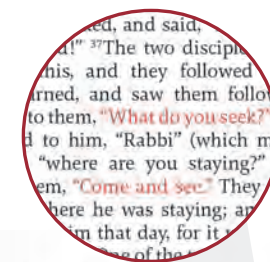
MARKETING AND PUBLICITY

- Edited and compiled by several Marians of the Immaculate Conception, experts in Divine Mercy
- Video assets created
- 4 Ascension Presents YouTube videos on topics of mercy by Fr. Chris Alar, MIC

EXPERIENCE GOD'S MERCY IN SCRIPTURE



175 Mercy Moment callouts draw readers' attention to God's mercy throughout Scripture and offer practical advice for application in daily life.



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THE GOSPEL ACCORDING TO JOHN

MERCY MOMENT 114 Divine Mercy in God's Plan for Humanity John 1:1-14

No other religion makes such a stupendous claim—that the infinite, transcendent Creator loves his creatures so much that he became one of us. He shared our lot, showed his love for us, and even died for us to draw us back to his heart. As St. John puts it, "The Word became flesh and dwelt among us" (John 1:14). In Greek, the word for "dwelt" literally means "pitched his tent."

The saints have always been rapt with wonder and awe at this great mystery of the Incarnation. In the words of St. Faustina to Jesus, "Mercy has moved you... to descend among us and lift us up from our misery. God will descend to earth; the Immortal Lord of lords will abase Himself... You have indeed prepared a tabernacle for Yourself: the Blessed Virgin. Her Immaculate Womb is Your dwelling place... The Word becomes flesh; God dwells among us, the Word of God, Mercy Incarnate. By your descent, you have lifted us up to Your divinity. Such is the excess of Your love, the abyss of Your mercy."

114 The Word Became Flesh

In the beginning was the Word, and the Word was with God, and the Word was God.^a He was in the beginning with God; all things were made through him, and without him was not anything made that was made.^b In him was life,^c and the life was the light of men.^d The light shines in the darkness,^e and the darkness has not overcome it.

6 There was a man sent from God, whose name was John. He came for testimony, to bear witness to the light, that all might believe through him.^f He was not the light, but came to bear witness to the light.

9 The true light that enlightens every man was coming into the world.^g He was in the world, and the world was made

through him, yet the world knew him not. He came to his own home, and his own people received him not.^h But to all who received him, who believed in his name, he gave power to become children of God; who were born, not of blood nor of the will of the flesh nor of the will of man, but of God.

14 And the Word became flesh and dwelt among us, full of grace and truth; we have beheld his glory, glory as of the only-begotten Son from the Father. (John bore witness to him, and cried, "This was he of whom I said, 'He who comes after me ranks before me, for he was before me.'")ⁱ And from his fullness we all received, grace upon grace.^j For the law was given through Moses; grace and truth

1:1: Gen 1:1; 1 Jn 1:1; Rev 19:13; Jn 17:5. 1:3: Col 1:16; 1 Cor 4:6; Heb 1:2. 1:4: Jn 5:26; 11:25; 14:6. 1:5: Jn 9:5; 12:46. 1:6: Mk 1:4; Mt 3:1; Lk 3:3; Jn 1:9-21. 1:9: 1 Jn 2:8. 1:9-2: Gal 3:26; Jn 3:18; 1 Jn 5:13. 1:13: Jn 3:5; 1 Pet 1:23; 1 Jn 1:8. 1:14: Rom 1:3; Gal 4:4; Phil 2:7; 1 Tim 3:16; Heb 2:14; 1 Jn 4:2. 1:15: Jn 1:18. 1:16: Col 1:19; Eph 1:23; Rom 5:21. 1:17: Jn 7:19.

^a 1:1 John begins by giving his Gospel a theological background. By speaking at once of "the Word" he implies that his readers are familiar with the term. To Canticles it indicated some form of divine revelation or self-expression. Jews would equate it with the divine Wisdom described in Proverbs, which already appears as something more than a divine quality and has some relationship with the visible world. In Sirach and Wisdom the idea is further developed. In the last-named book, Wisdom appears as a pre-existing person, taking part in the creation of the world and having a mission to reveal God to his creatures: cf. Wis 7:22-51.

^b 1:3 light... darkness: One of the familiar themes of the Gospel.

^c Of was not anything made. That which has been made was life in him.



The full text of the Revised Standard Version—Second Catholic Edition leads readers through Scripture with a clear and accurate biblical translation.

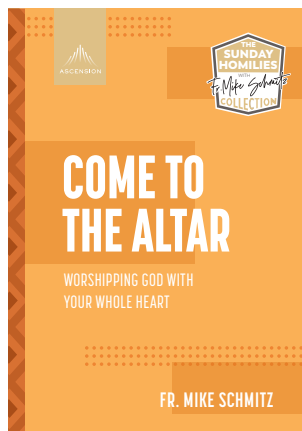


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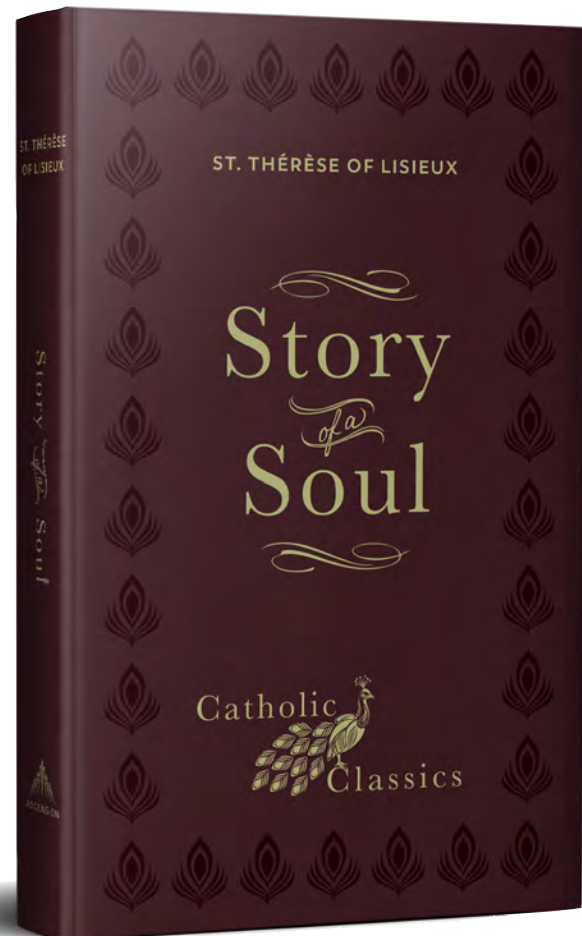
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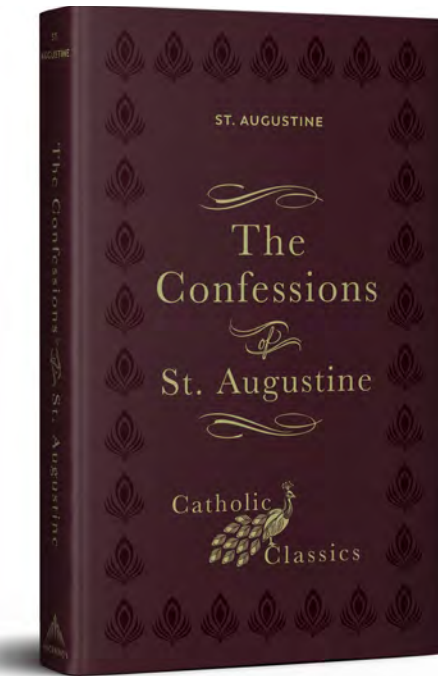
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MARKETING AND PUBLICITY

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By St. Augustine of Hippo; edited by Matthew K. Miner, with an introduction and commentary by Fr. Gregory Pine, O.P., and Fr. Jacob Bertrand Janczyk, O.P.

FEATURES:

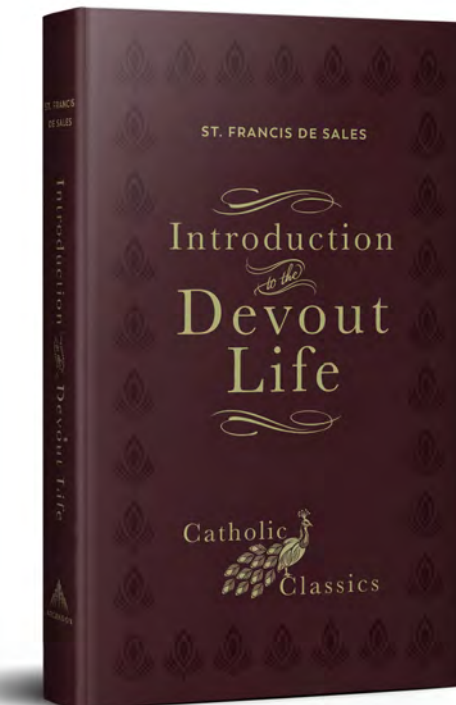
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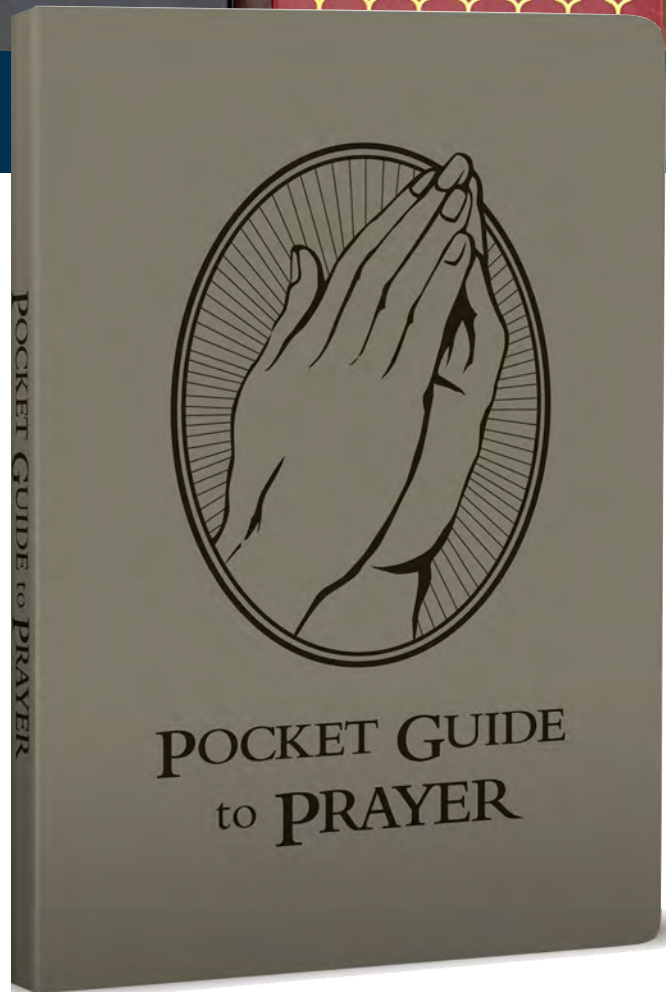
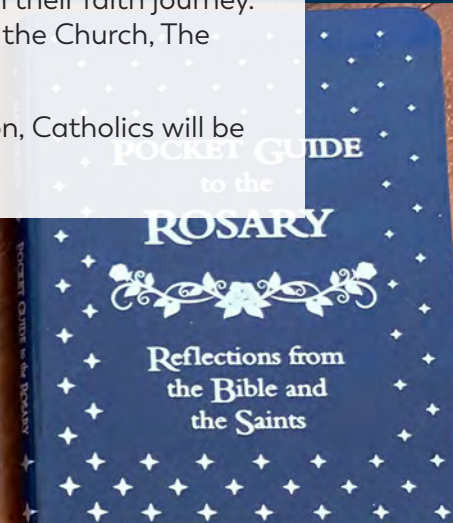
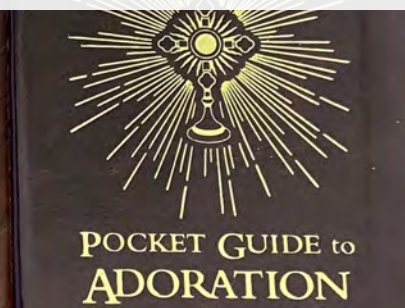
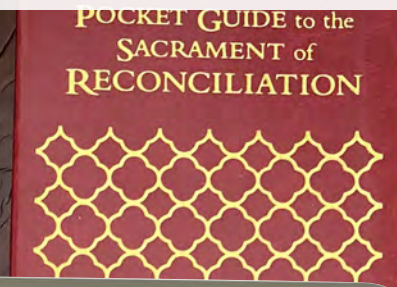
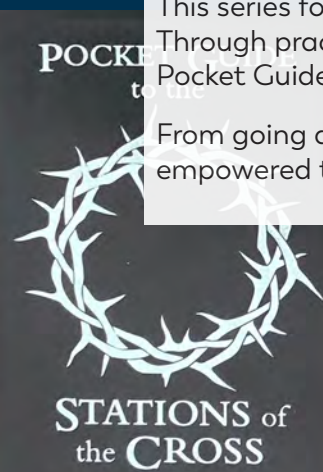
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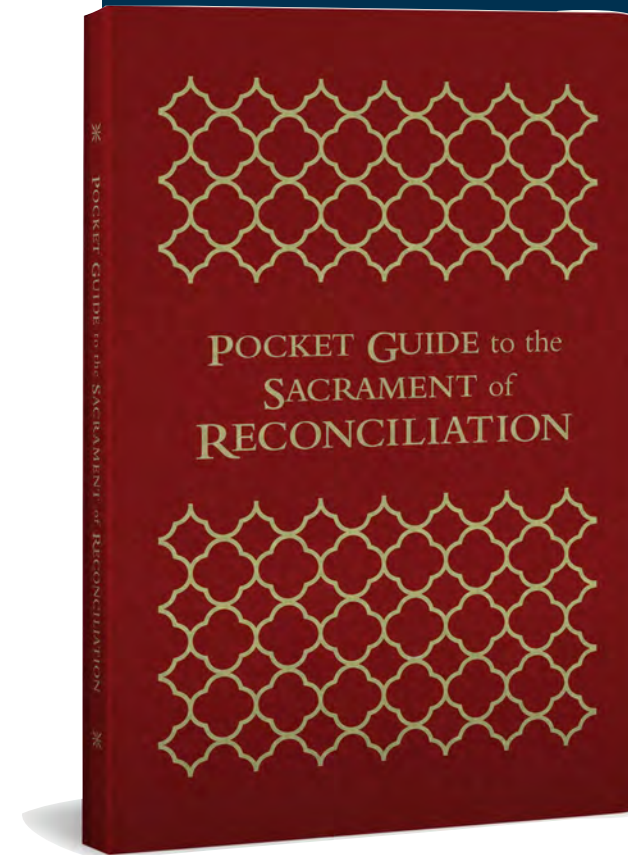
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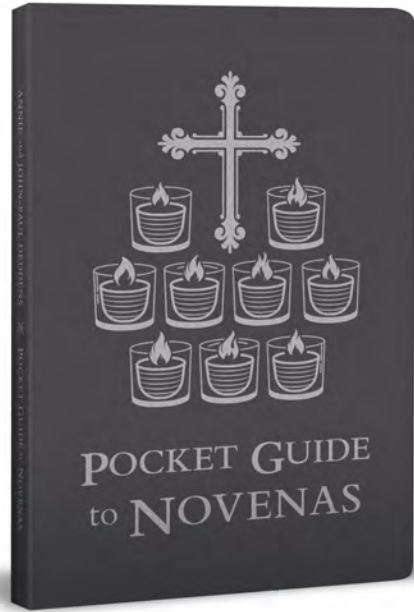
- Enter into Reconciliation more deeply with help from Fr. Mike Schmitz and Fr. Josh Johnson!
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MARKETING AND PUBLICITY

- Popular book in the Pocket Guide series
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- Promotion video created



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FEATURES:

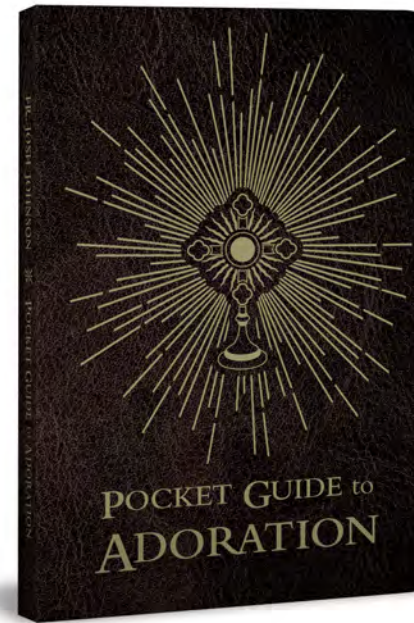
- 20 Novenas, including 14 original novenas!
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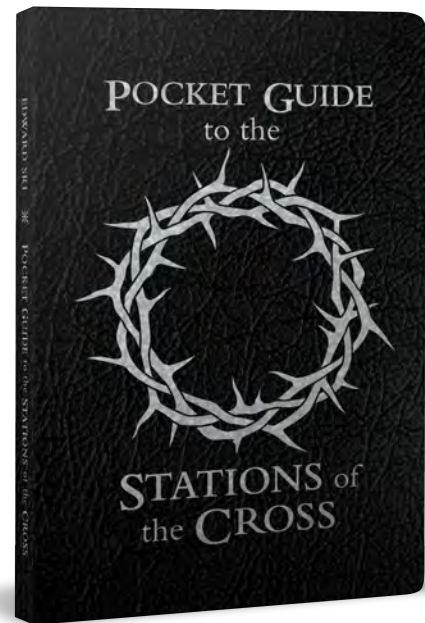
- Cultivate a deeper relationship with Jesus in the Eucharist!
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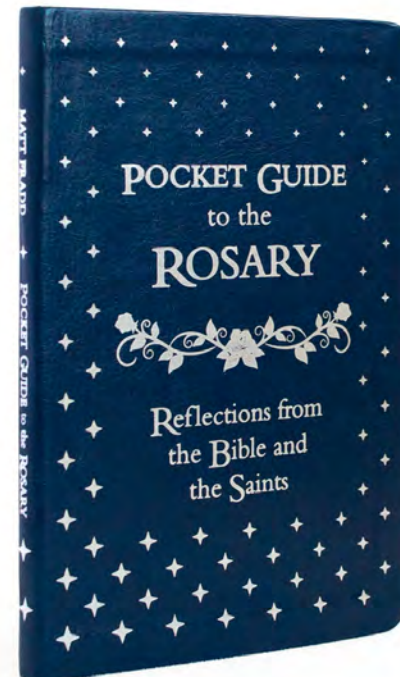
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POCKET GUIDE TO THE ROSARY: REFLECTIONS FROM THE BIBLE AND THE SAINTS

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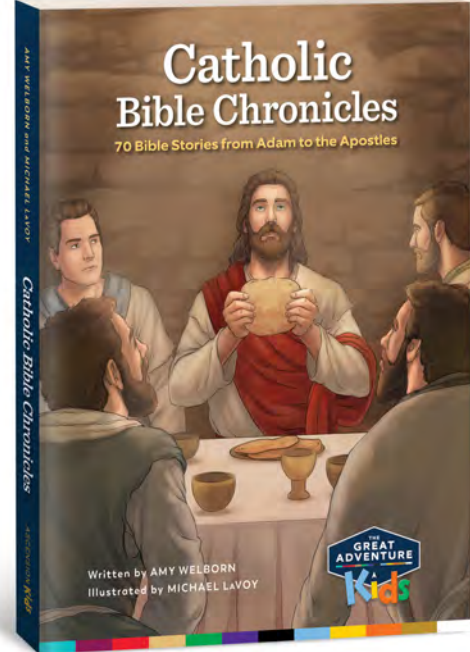
- Catholics who want to dive deeper into the mysteries of the Rosary will love this book!
- Includes insights from the Bible, the saints, and tradition.
- Durable, leatherette cover
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- 70 stories capture the story of salvation history in its entirety from Adam and Eve to Christ and the Apostles
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- Incorporates the 12 color-coded time periods of the same *Bible Timeline Learning System* used by Fr. Mike Schmitz for *The Bible in a Year* podcast
- 2022 Catholic Media Association and Association of Catholic Publishers award winner

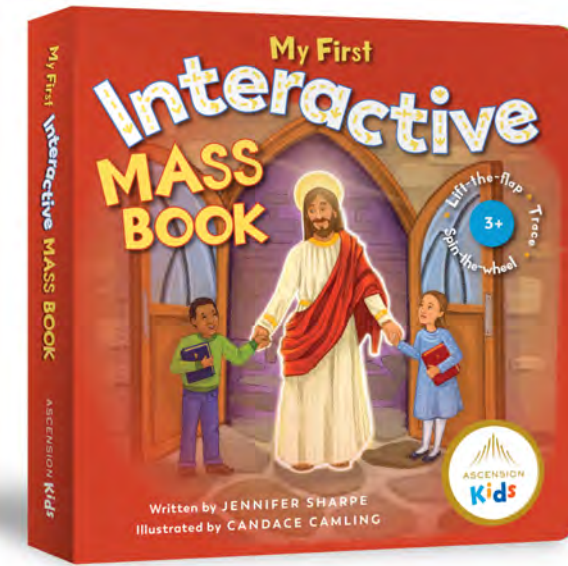
MARKETING AND PUBLICITY

- Promotional trailer
- The children's version of *The Great Adventure Catholic Bible*—the most popular US Bible on Amazon
- Incorporates the same *Bible Timeline Learning System* used in the chart-topping *Bible in a Year* podcast
- Email marketing to Ascension's email list
- Social media ad campaigns



GREAT ADVENTURE KIDS BOOKMARK

- \$1.00
- color-coded bookmark is a scaled-down version of the *Great Adventure Kids Bible Timeline Chart*.
- Symbols on the card to help them reference what period of salvation history they are reading about.
- Age: 6 years and up



MY FIRST INTERACTIVE MASS BOOK

Written by Jennifer Sharpe
Illustrated by Candace Camling

978-1-950784-38-7 | 21 pages | 8.39" x 8.39" | Interactive Board Book
Ages 3+ | \$16.95

- Sturdy, interactive board book to engage children in the Mass and inspire them to love the Holy Eucharist.
- Colorful artwork and hands-on activities like wheels, flaps, and tracing to hold children's attention as they discover the wonders that happen at every Mass.
- Simple explanations and prayers of the Mass to provide a deeper understanding for little ones as they learn the order of the Mass and follow along.

MARKETING AND PUBLICITY

- Sold over 60,000 copies
- 1st place children's book: picture books winner in the 2021 Excellence in Publishing Awards
- 5-star product on Ascension's website and on Amazon.com
- Featured in Ascension Presents video (video posted 2021)
- Video asset created



GREAT ADVENTURE KIDS BIBLE TIMELINE CHART

- By Emily Cavins and Sarah Christmyer
- \$4.95
 - color-coded, accordion-style folding chart that details the twelve periods of Bible history.
 - this Chart helps children begin to see how the people and the events of the Bible fit together to reveal the remarkable story of our faith.
 - vibrant colors and kid-friendly illustrations, showing children the chronology of the Bible
 - Age: 6 years and up

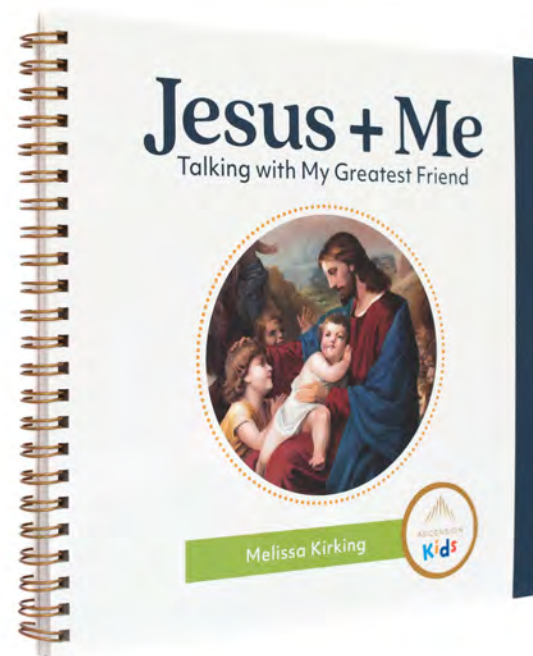
JESUS AND ME TALKING WITH MY GREATEST FRIEND

By Melissa Kirking

978-1-954881-79-2 | 153 pages | 8" x 8"
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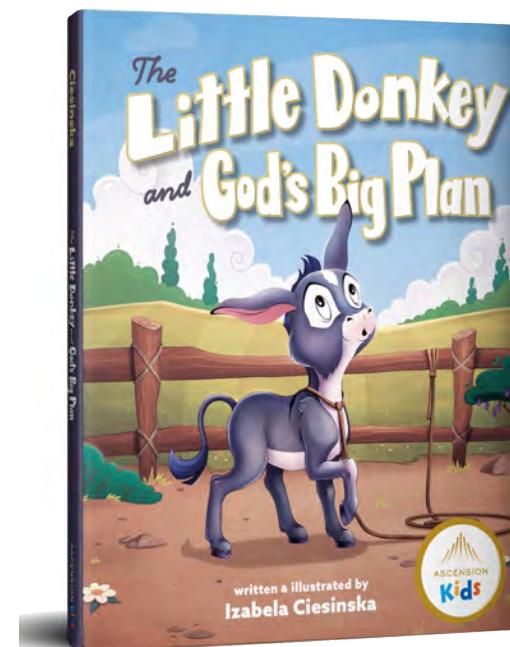
FEATURES:

- Clear yet flexible guidance to help young Catholics learn to pray
- Explanations of four traditional kinds of prayer in child-friendly language
- 80 color-coded "prayer possibilities," including Bible verses and journal prompts
- Instructions for Eucharistic Adoration
- Beautiful art and colorful, user-friendly format that kids will want to use
- Sturdy, gold-wire-bound construction



MARKETING AND PUBLICITY

- Press release announcing the book published on Ascension's website
- Email marketing to Ascension's email list
- Social media ad campaigns
- Complementary, author-led marketing and publicity



THE LITTLE DONKEY AND GOD'S BIG PLAN

Written and Illustrated by Izabela Ciesinska

FEATURES:

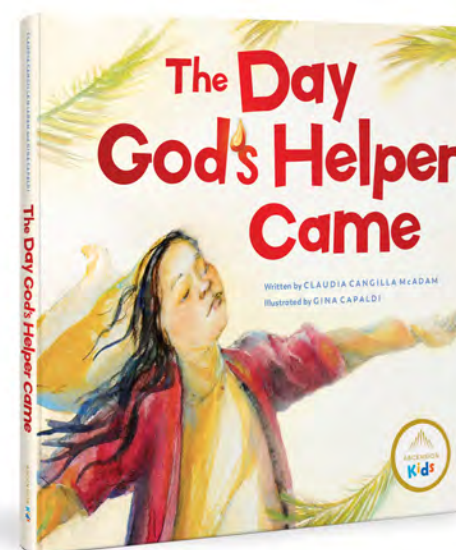
- Journey with the little donkey as he discovers his purpose in Jerusalem
- A story about the importance of faith, perseverance, and committing one's life to the service of God
- Encourage little Catholics to look for the plan that God has for their lives, too

SPECS

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THE DAY GOD'S HELPER CAME

Written by Claudia Cangilla McAdam
Illustrated by Gina Capaldi

FEATURES:

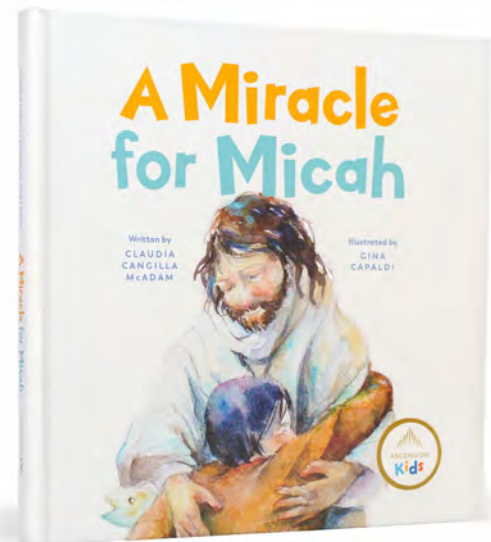
- *The Day God's Helper Came* is an origin story about the Sacrament of Confirmation
- It's told through the eyes of young characters "on the scene" during the time of Jesus.
- Hannah, who is teased for her belief in Jesus, receives God's Helper, the Holy Spirit at Pentecost.
- Afterwards, she is empowered to overcome her fear and tell her friends about the good news of Jesus.

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A MIRACLE FOR MICAH

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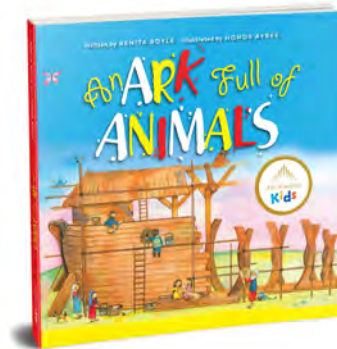
- Young Micah teaches children about the healing power of Jesus
- Help children understand what happens in the Sacrament of Reconciliation and why forgiveness is important

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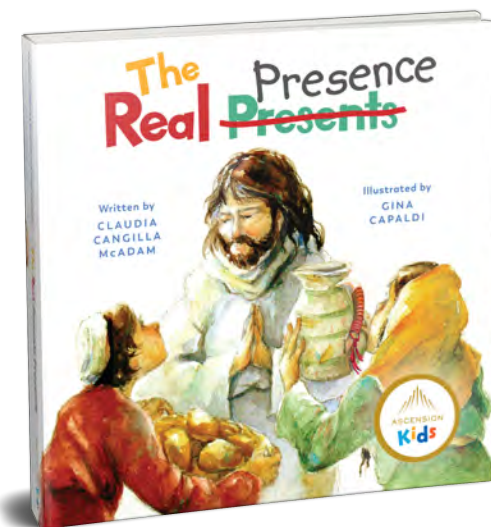
Written by Bob Hartman
Illustrated by Honor Ayres

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Claudia Cangilla McAdam
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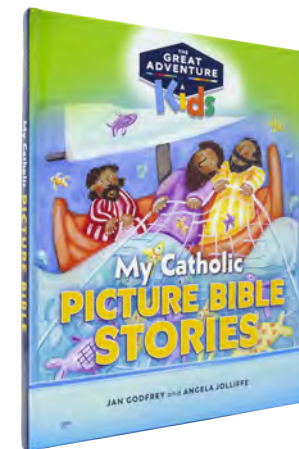
- Two young cousins want Jesus to judge which is better—grain or grapes? But at the Last Supper, they discover something more important than their presents
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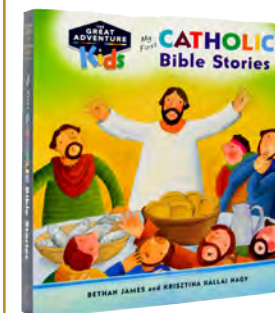
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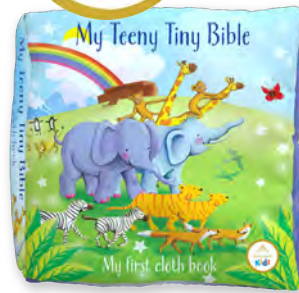
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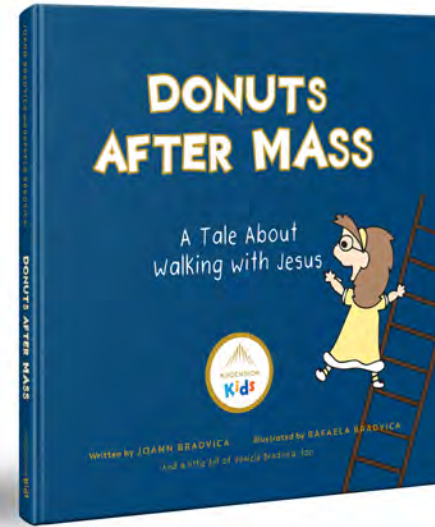
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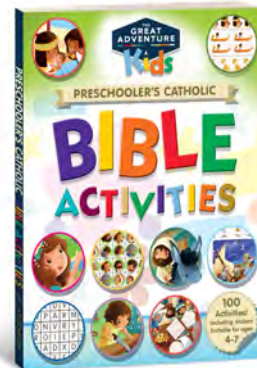
FEATURES:

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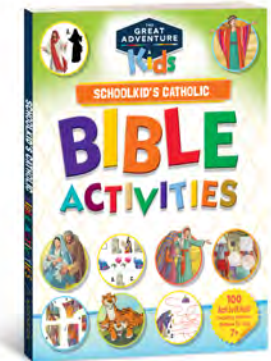
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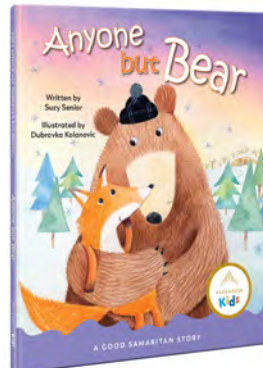
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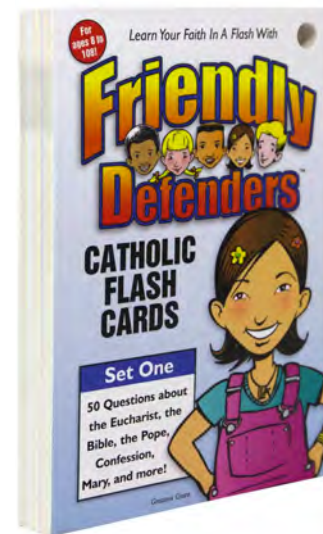
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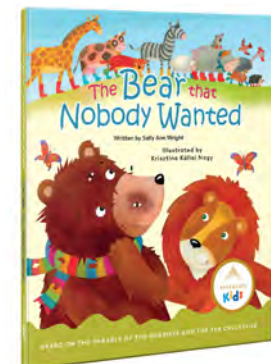


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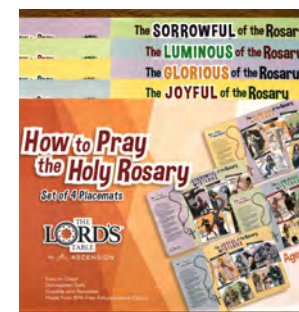
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Illustrated by Eileen McCook

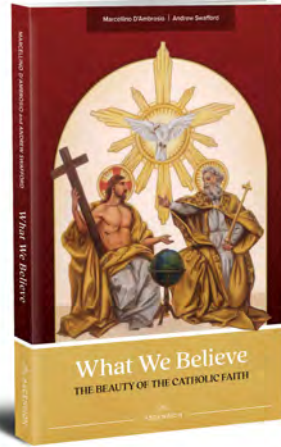


- fun-filled and beautifully illustrated way to teach children the big picture of salvation history.
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By Marcellino D'Ambrosio and Andrew Swafford

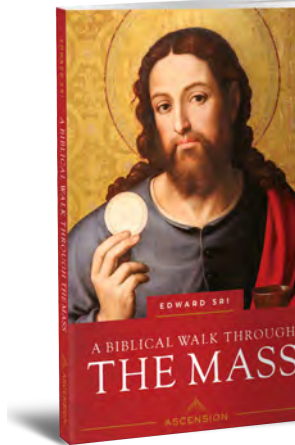
- In this life-changing book, two scholars explain the basics of the Catholic Faith, emphasizing the practical aspects of faithful living. Dubbed “the essential of the essentials” by Fr. Mike Schmitz, this book complements the *Catechism in a Year* podcast.

SPECS

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A BIBLICAL WALK THROUGH THE MASS

By Edward Sri

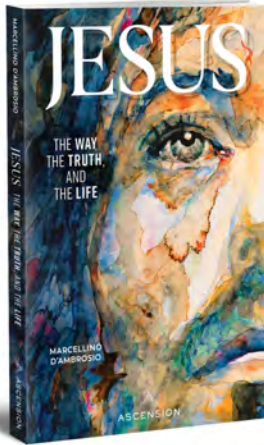
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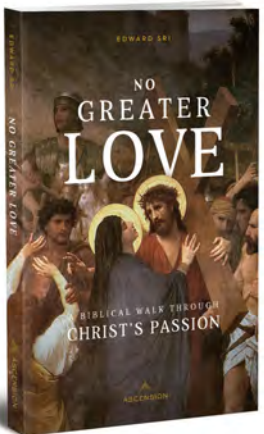
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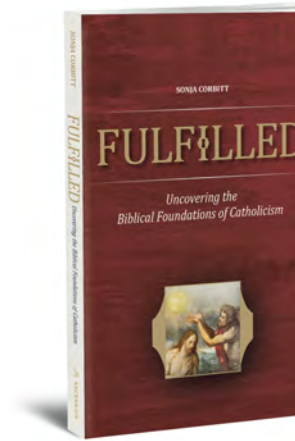
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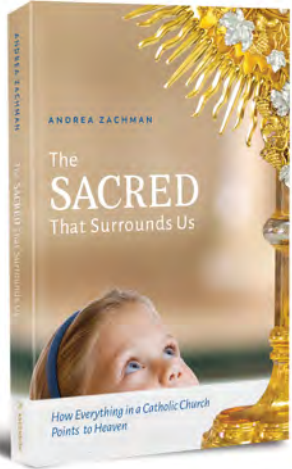
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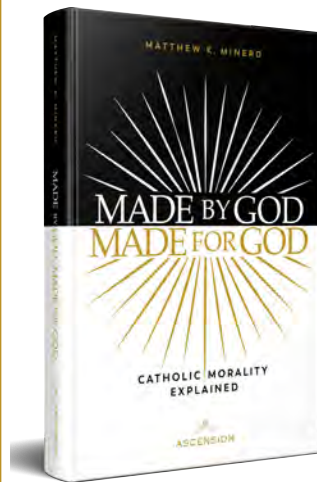
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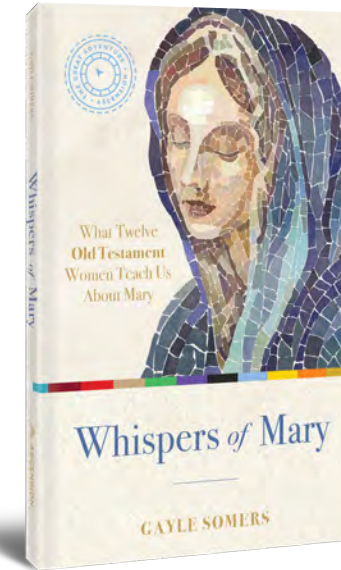
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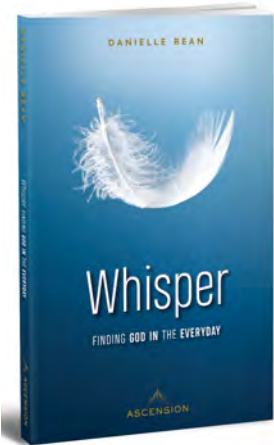
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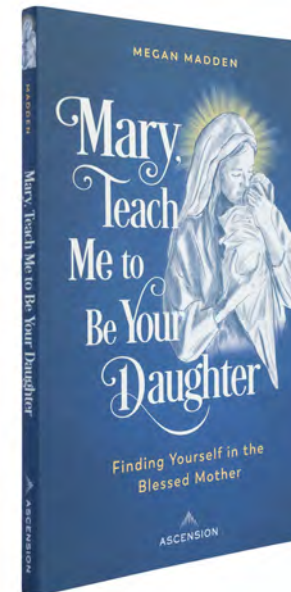
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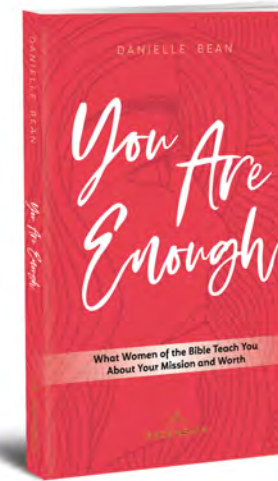
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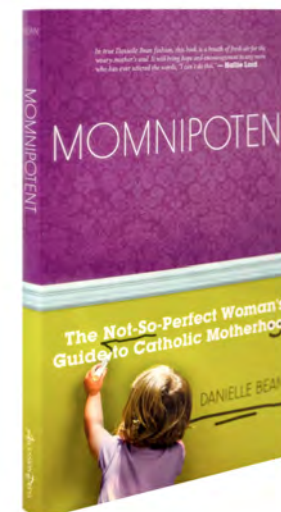
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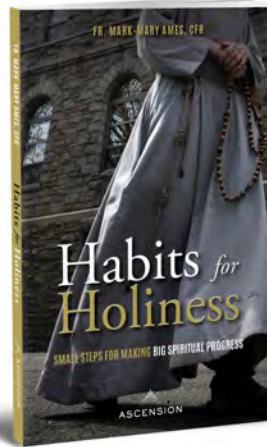
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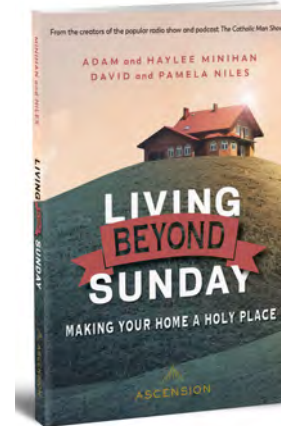
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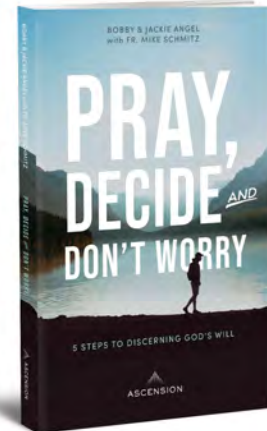
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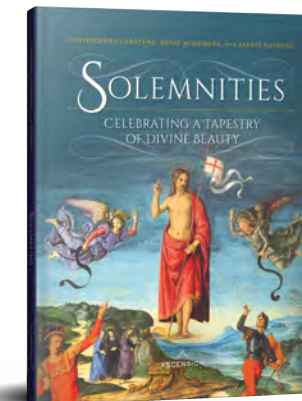
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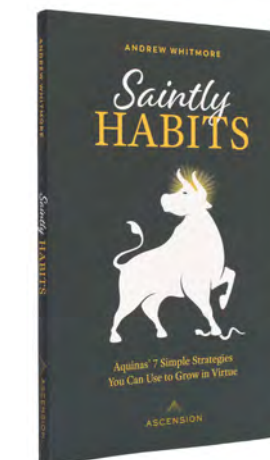
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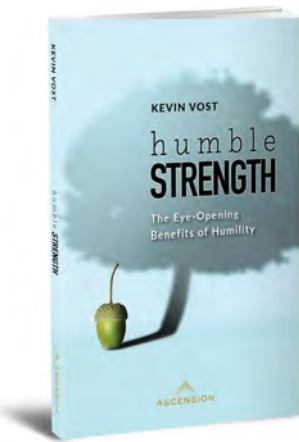
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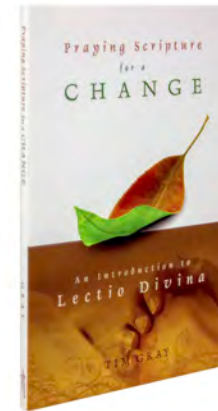
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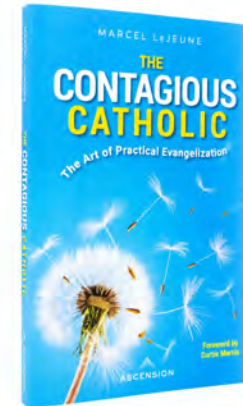
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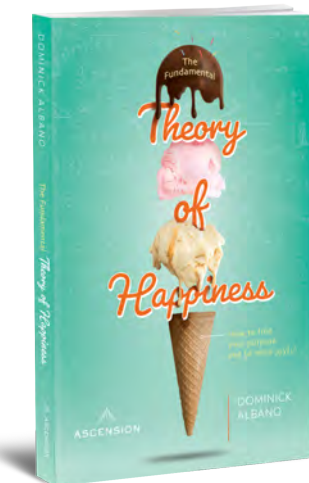
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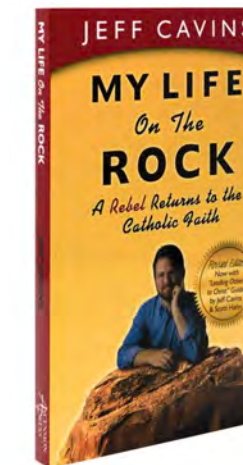
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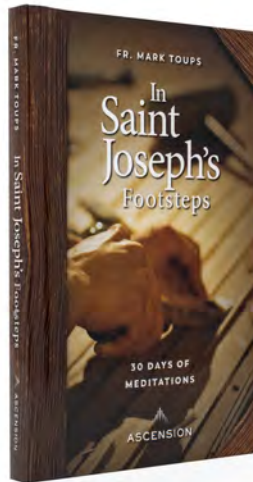
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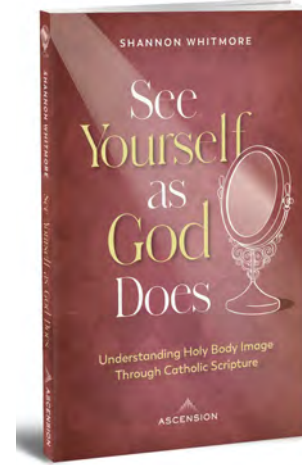
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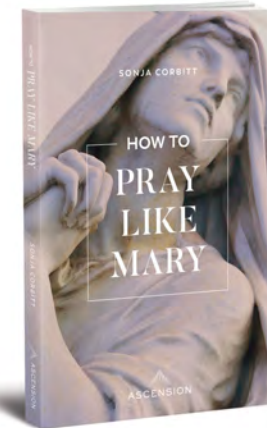
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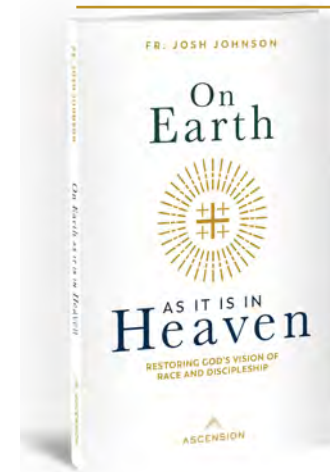
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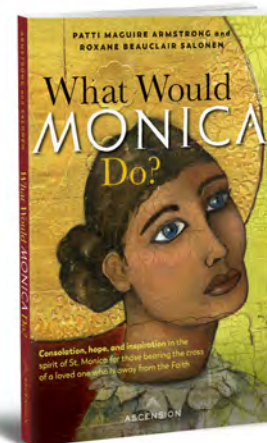
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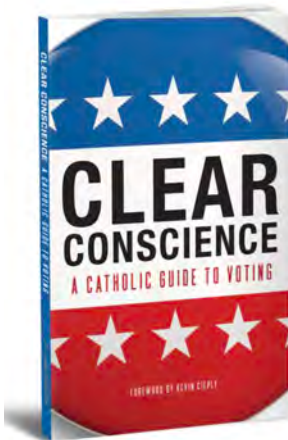
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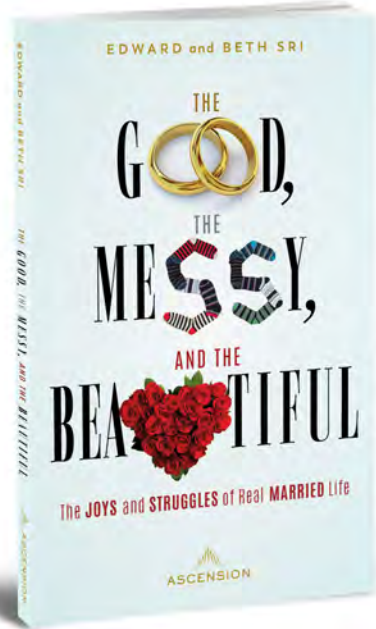
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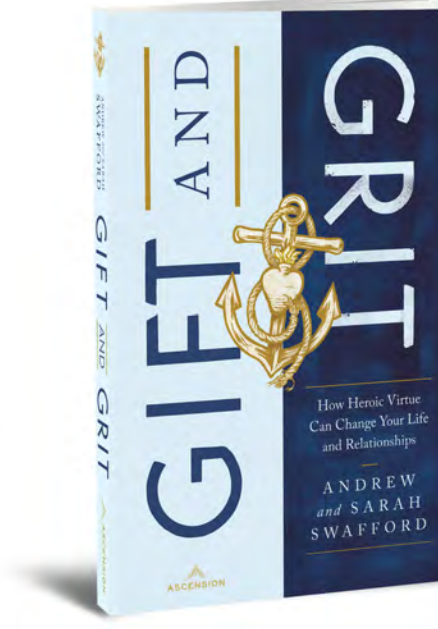
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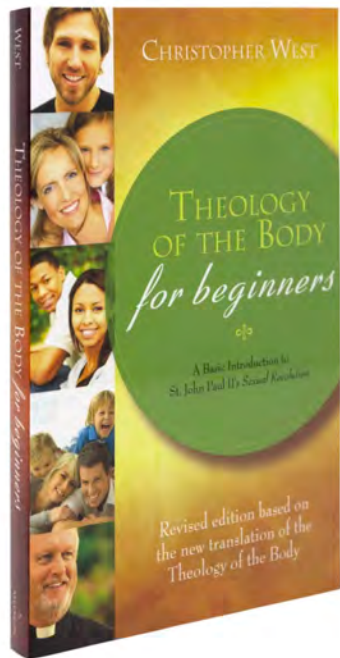
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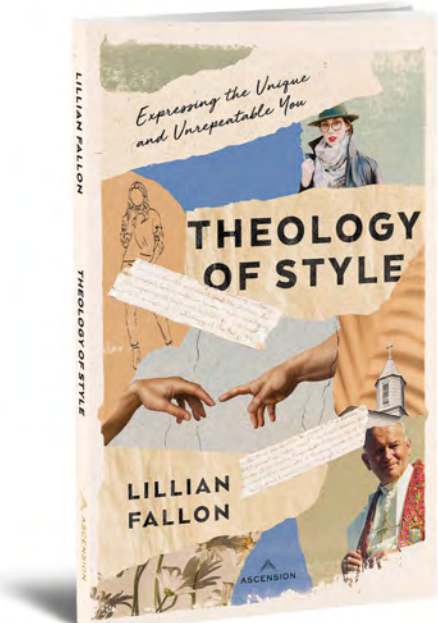
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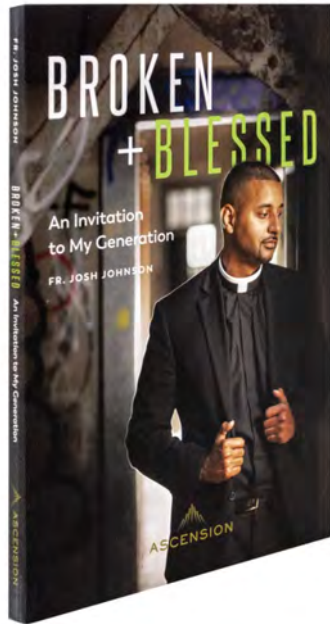
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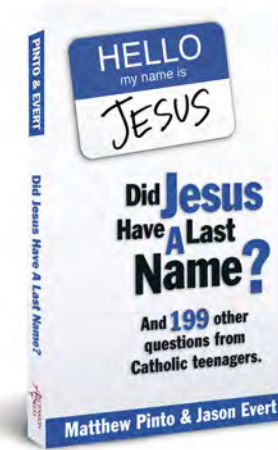
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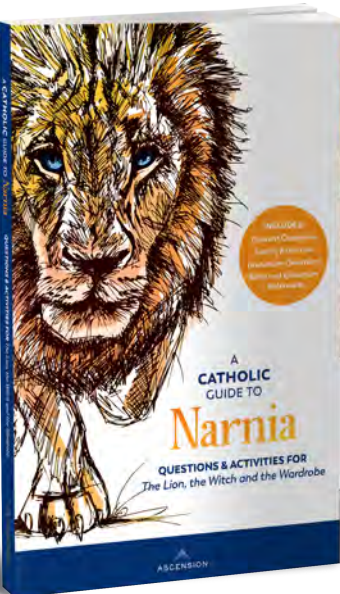
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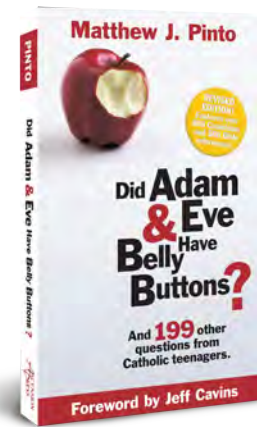
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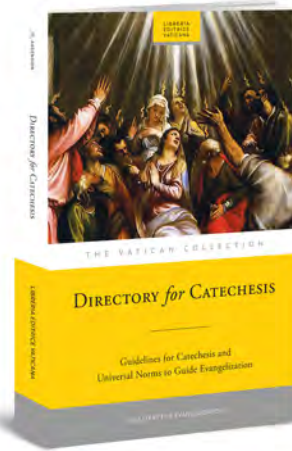
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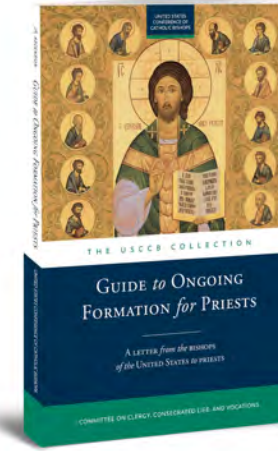
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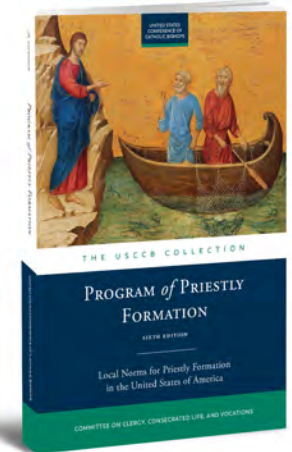
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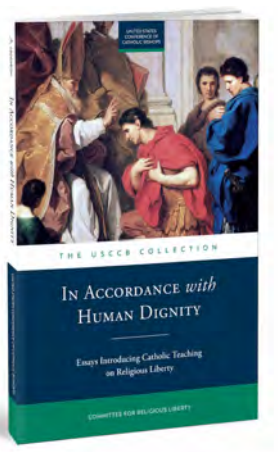
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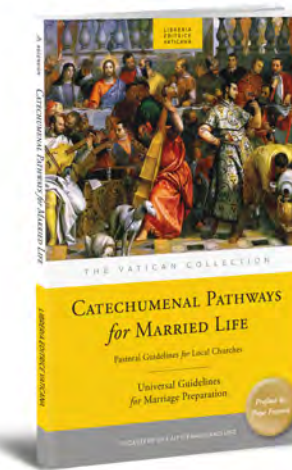
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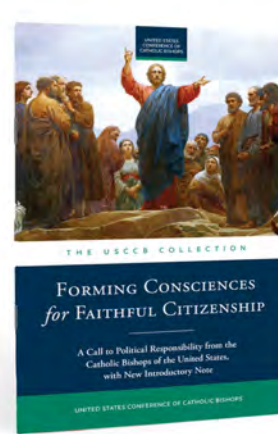
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Features the image of a monstrance in sky-blue screen-printed ink

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Perfect for everyday wear and casual athletics

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ST. AUGUSTINE HOODED SWEATSHIRT

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Small-2XL | \$35.99 | 100% US Ring spun Cotton | Peach, Ivory and Yam
Prewashed and pre-shrunk





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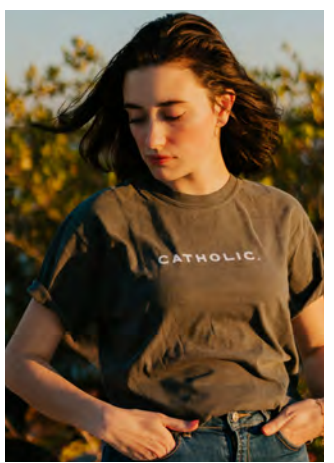
Increase your devotion with the “Ite Ad Joseph” shirt, a wearable affirmation of faith that invites you to seek the guidance and protection of Saint Joseph in every step of life’s journey.

- Relaxed fit
- Heavy-weight unisex short-sleeve shirt (6.1 oz)
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GOD DWELLS IN OUR MIDST T-SHIRT

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- The left cuff sports the English phrase “prayer and work”

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 80% ring-spun cotton, 20% polyester
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- Wear the popular Fr. Mike saying "I'm Praying for You, Please Pray for Me" from the *Bible & Catechism in a Year* podcasts
- 8.5 oz./yd
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- Classic fit
- Pouch pocket

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Wear the popular Fr. Mike saying "I'm Praying for You, Please Pray for Me" from the *Bible & Catechism in a Year* podcasts

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Preshrunk

Relaxed fit

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6.1 oz

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- 5 stickers inspired by the sayings of Fr. Mike Schmitz from both the *Bible in a Year* and *Catechism in a Year*
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- Express your desire to pray with *The Bible in a Year* podcast with our official *Bible in a Year* shirt
- 100% Airlume combed and ring-spun cotton
- Preshrunk
- Relaxed fit
- Available in Navy and White with gold screen printed script

SPECS

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- Jersey-lined hood
- Pouch pocket
- 1x1 ribbing at cuffs and waistband
- Available in Navy and White

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- Available in Navy and White

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- Pouch pocket
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The Great Adventure Catholic Bible Best Bible



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