



ConversantLife.com and Bob Siemon Designs Release *HOPE* for Troubled Times

Innovative Campaign To Provide Funds for Local Charities

ConversantLife.com and Bob Siemon Designs have teamed up to create an innovative, multi-faceted project to provide hope for our current troubled times. The project includes the release of *Hope* by best selling authors Bruce Bickel and Stan Jantz, an exclusive Medal of Hope accessory designed by Bob Siemon, an online "Community of Hope", and the fundraiser to support economic relief charities.

Bob Siemon, Founder of Bob Siemon Designs, the company behind the *WWJD?* Bracelet, *The Passion of the Christ* Nail, and Disney's *Narnia* jewelry line, had designed a special pocket reminder called the *Medal of Hope*, and approached Bickel and Jantz about writing a companion book, an idea they enthusiastically embraced. Amazingly, the entire writing and production process took just six weeks, an unprecedented time frame in the world of traditional publishing.

The new book *Hope* contains 80 Bible verses that provide God's perspective on topics that are of utmost importance during these challenging times: Change, Strength, Courage, Integrity, Perseverance, and Hope. Bickel and Jantz, who are also the co-founders of ConversantLife.com, wrote the book in response to the challenges and discouragement people are facing in light of the economic downturn. In addition, the book shows how key people in the Bible—Abraham, Moses, Joshua, David, and Paul—responded to the challenges and changes in their lives. In the process, *Hope* offers a solid biblical response, addressing the challenges many people are experiencing in their lives today.

"If ever there were a need for hope, it is now," said Jantz. The timeliness of the book, available on April 7, is clear. "With national unemployment rising and people's savings gone or almost gone, many are afraid of the future," said Bickel. "This book offers comfort and encouragement from the Bible that we don't need to fear, because our hope is ultimately in God."

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In addition to the innovative book and gift collaboration, Bob Siemon Designs is making it possible for retail stores who order the book to “give back” to their communities by designating a portion of the purchase price of the *Hope* book for charity.

In addition, ConversantLife.com has created an additional component for the *Hope* campaign. The popular faith and culture web site has built a special online “Community of Hope” within their social media experience for people to share their own stories of hope. ConversantLife.com is encouraging everyone to post personal experiences and videos to <http://www.conversantlife.com/hope>.

About The Authors

Bruce Bickel and Stan Jantz are the authors of more than 50 books with sales topping 3 million, including the international bestseller, *God Is in the Small Stuff*. They are the co-founders of ConversantLife.com, a popular online content hub designed to encourage conversations about faith and culture.

About Bob Siemon Designs

Bob Siemon Designs is the nation’s leading designer, manufacturer, and distributor of inspirational jewelry and gift products. The company has been producing inspirational designs since 1970. Today, Bob Siemon Designs serves more than 3,500 customer accounts worldwide. For information about Bob Siemon Designs, or to order *Hope*, please call use this 1-800-854-8358 or visit <http://www.bobsiemon.com>.

About ConversantLife.com

ConversantLife.com (<http://www.conversantlife.com>) is a new media distribution platform designed to identify and enable gifted communicators and artists to produce engaging content that encourages conversations about faith and culture. ConversantLife.com is part of the FrontGate Media group family.

For more information on *Hope*, ConversantLife.com or Bob Siemon Designs, or to schedule an interview, please contact:



Lori Lenz – FrontGate Media

lori@frontgatemedia.com

714-553-5181