# Zondervan Press Release

### FOR IMMEDIATE RELEASE

Date: January 2018

Contact: Heather Adams Choice Media & Communications 404-423-8411 heather@choicepublicity.com

## "Fuller House" Star Candace Cameron Bure Brings Kindness Back In Style with New Book

**Grand Rapids, Mich., January 2018** — Whether it's parsing political issues on live television, responding to critics on social media or requesting a script change so that she can stay true to her convictions, Actress, producer and *New York Times* bestselling author **Candace Cameron Bure** is intimately familiar with conflicts of opinion. But she has found



April 24, 2018 9780310350026 272 pages; \$24.99 Hardcover

that no matter what clashes come your way, kindness always wins the day. It hasn't been easy, in fact sometimes she has found herself hiding in the dressing room closet minutes before going live on air to talk about the day's hot topic. Bure believes we are each called to be true to our God-given identity and be kind to ourselves and others.

ZONDERVAN°

Kindness gets us back to the basics: loving God and loving others, treating others as we would most want to be treated. Bure is intent on bringing kindness back in style with her new book, *Kind is the New Classy: The Power of Living Graciously.* With timeless wisdom and practical takeaways, readers will find a power-packed manual for every woman aspiring to classy confidence today.

"Kindness isn't all meek and mild. Kindness is powerful," writes Bure. "Think about it: kindness transcends every kind of barrier we can put up between us, whether religious, political, racial or

any other kind of dividing line. I hope this book will be a soul-inspiring invitation to you to embody gracefulness in moments big and small. I believe our world is in need of more women who value the virtue of kindness."

*Kind is the New Classy* gives readers a glimpse into Bure's most personal moments with her family and co-stars. She offers practical tips to becoming a kinder, classier version yourself, including her five secret tools she uses to stay cool under pressure. She may be a highly respected television star, but she's also a working wife and mother dealing with the same insecurities, fears and struggles every woman battles.



Through behind-the-scenes stories from the "Fuller House" set and real-life examples culled from her time on "The View" and "Dancing with the Stars," Bure shares instances where her character was tested and reveals the times she chose how and when to take the high road – as well as sharing when she has failed.

Bure shares how many think success will make them happy, when it's actually kindness, which connects us to others, that makes life meaningful. Kindness multiplies our joy and makes us feel happy and alive. It may not be the easy option, but Bure encourages readers to start small and make kindness a way of life.

This spring, Candace Cameron Bure is bringing classy back...one act of kindness at a time. Over the course of ten chapters, Bure tackles how to identify your ultimate purpose in life, personally sharing how she discovered hers. She also offers practical advice on how to respond to criticism with respect, how to extend generous hospitality and how to cultivate authentic friendship, among other topics.

"What if we decided to turn the tables on our outrage culture and work toward a kindness culture instead?" Bure suggests. She acknowledges that today's problems are overwhelming, though "What we *can* do is create a better world by each choosing to be better people."

#### **About Candace Cameron Bure**

Candace Cameron Bure is an actress, producer, and *New York Times* bestselling author, beloved by millions worldwide from her role as D.J. Tanner on the iconic family sitcoms *Full House* and *Fuller House*. Candace has starred in countless Hallmark Channel movies, in addition to being a former co-host of *The View*, an inspirational speaker, and a *Dancing with the Stars* Season 18 finalist. Candace is both outspoken and passionate about her family and faith and continues to flourish in the entertainment industry as a role model to women of all ages. She lives in the Los Angeles area with her husband and three children.

**Zondervan** is a world leading Bible publisher and provider of Christian communications. Zondervan, part of HarperCollins Christian Publishing, Inc., delivers transformational Christian experiences through its bestselling Bibles, books, curriculum, academic resources and digital products. The Company's products are sold worldwide and translated into nearly 200 languages. Zondervan offices are located in Grand Rapids, Mich. For additional information, please visit <u>www.zondervan.com</u>.

-end-



#### Possible Interview Questions for Candace Cameron Bure, Author of *Kind is the New Classy*

- 1. What is it about a woman that *truly* makes her classy?
- 2. You open the book by sharing a very candid moment where someone was kind to you when you needed it. You were crying in your dressing room closet at The View hoping the double door barrier would muffle the emotion when someone we wouldn't expect came and gave you a huge hug and the reassuring words you needed to hear. You often disagreed with Whoopi Goldberg on camera, but what did that moment of kindness off screen mean to you?
- 3. Being kind doesn't always mean staying silent in certain situations. How have you learned when it's necessary to speak up and assert yourself in a respectful manner?
- 4. You write in your book that if it wasn't for your faith, you would be an "emotional wreck." How so?
- 5. In your new book, you talk a lot about purpose and passion. Why do you believe it's so important for women to identify their purpose and passions in life?
- 6. You candidly talk about how you respond to criticism—especially criticism from press and fans on social media. How do you deal with criticism in a kind and gracious way?
- 7. You had plenty of experience dealing with people who shared opposing opinions on "The View." How did you learn to express your opinions in a kind, respectful manner, even if you disagreed?
- 8. You often invite people into your home on Sunday afternoons. Why is hospitality an important virtue to nurture, and what are some simple ways that women can practice hospitality?
- 9. You also talk about navigating friendships in your new book. Why is it essential to "prune" friendships from time to time?
- 10. Why do you feel kindness has become so radical and counter-cultural in our society today?
- 11. What are some easy, practical ways that women can begin to make kindness a natural part of their daily routine?

For an interview with Candace Cameron Bure, please contact Heather Adams at Heather@ChoicePublicity.com or (404) 423-8411.