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MEDIA AVAILABILITY:

Monday, June 23, 2:00 p.m. at Georgia World Congress Center, Room C301

**CHRISTIAN APOLOGIST RAVI ZACHARIAS TO SPEAK AT
ICRS AND UNVEIL TWO NEW BOOKS**

*Dr. Zacharias unveils “Why Suffering” and first graphic novel,
“The Lamb and the Fuhrer,” at International Christian Retail Show*

ATLANTA – Christian apologist and author Dr. Ravi Zacharias will participate in the 2014 International Christian Retail Show hosted by CBA, the Association for Christian Retail, at the Georgia World Congress Center in Atlanta June 22-23.

In addition to unveiling his forthcoming book, *Why Suffering*, and his first graphic novel, *The Lamb and the Fuhrer*, Zacharias will keynote the ICRS Global Worship Celebration on June 22 and participate in a panel discussion on June 23 on the topic “Where Is Christianity Going?” with Phillip Yancey, Ryan Dobson, and Craig Cable. **Zacharias will hold a press conference to discuss these initiatives on June 23 at 2:00 p.m. at the Georgia World Congress Center in Room C301.**

On June 23 at 10:00 a.m. at the Kingstone Media Booth, Zacharias will debut *The Lamb and the Fuhrer: Jesus Talks with Hitler*. Based on his popular *Great Conversations* series, this graphic novel is the first in an expected series that covers imaginative conversations between Jesus Christ and historical world thought leaders. While translating his apologetic work into a graphic novel is a new initiative for Zacharias, he has often underscored the importance of the arts in seeking to reach “a generation that listens with its eyes and thinks with its feelings.” “We are living in times when apologetics is indispensable,” he said, “but at the same time, we will need a Christian apologetic that is not merely heard, but is also seen.”

On June 23 at 3:00 p.m. at the Anchor Distributors Booth, Zacharias will sign galley copies of his forthcoming book, *Why Suffering? Finding Meaning and Comfort When Life Doesn’t Make Sense*, co-authored with Vince Vitale of RZIM’s Oxford Centre for Christian Apologetics. “In comparison with other world religions, the Christian response to pain and hardship is highly distinctive,” said Zacharias. “The cross is the key to a compelling and rational explanation for trusting in God in the face of suffering.” *Why Suffering* is published by FaithWords and is scheduled to be released on October 21, 2014.

For forty years, Zacharias has spoken all over the world and in numerous universities including Harvard, Princeton, and Oxford University, as well as in government settings within and beyond the United States. Ravi Zacharias International Ministries is a global organization focused on evangelism, apologetics, spiritual disciplines, training, and humanitarian support. Headquartered in Atlanta, Georgia, RZIM has additional offices in Canada, India, Singapore, the United Kingdom, the Middle East, Hong Kong, Romania, Turkey, Austria, Spain, and South Africa.

RZIM will hold a press conference with Dr. Ravi Zacharias on Monday, June 23, at 2:00 p.m. at the Georgia World Congress Center, Room C301 (285 Andrew Young International Blvd NW, Atlanta 30303).

Additional information about Ravi Zacharias is available at:
<http://www.rzim.org/about/ravi-zacharias/>

Select photos are available at: <http://www.rzim.org/about/press-room/>

Ravi Zacharias International Ministries
Helping the thinker believe. Helping the believer think.
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