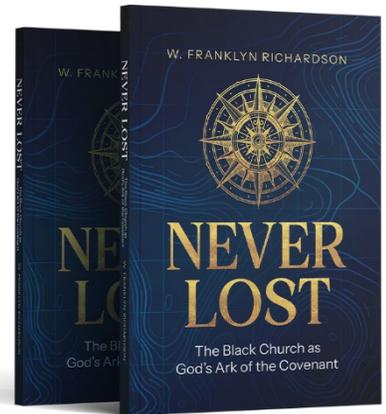


Landmark New Book Releases February 3, 2026

Never Lost: The Black Church as God's Ark of the Covenant releases **Tuesday, February 3, 2026**. Sales recorded **February 3-7 (in addition to pre-orders)** will determine whether the book reaches *The New York Times* Best Seller list dated February 15. A strong first week will give the book and the story of the Black Church the broadest national platform.

Ways that You and the Church Can Lend Your Voice

- 1. Name *Never Lost* as your February Book-of-the-Month**
 - We can supply a brief announcement blurb and a graphic for newsletters or Sunday screens.
- 2. Encourage every congregation to order a few copies**
 - Media resources and retailer links are ready to forward so pastors can purchase 1-5 books for staff or lay leaders leading up to and during launch week.
<https://neverlostbook.com/promotional-resources>
- 3. Consider a denomination-level bulk order (discounted pricing)**
 - Any bulk purchase (100-1000+ copies) can be routed through NYT-reporting retailers so all units count toward the list.
- 4. Post a launch-week shout-out on your social media channels**
 - A ready-to-share [image](#) and [caption](#) make this a one-click task; the ideal post date is **February 3**.
- 5. Record a 30-second video endorsement**
 - Post a video to your social pages and tag @drwfranklynrichardson on Facebook and @wfranklynrichardson on Instagram, hashtag #neverlostbook so our team can reshare.



Additional Resources

Many assets, graphics, sample emails, and order links are available here:
<https://neverlostbook.com/promotional-resources>.

Questions?

Contact the Wharton Curtis Press Publishing Team at publishing@whartoncurtispress.com or 412-349-0049 ext. 5.