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FOR IMMEDIATE RELEASE

Joyce Meyer Releases Daily Mobile Reading Plan Exclusively for YouVersion's Bible App International Bestselling Author and Speaker Breaks New Ground with Free Digital Content

OKLAHOMA CITY, Nov. 17, 2011 – Internationally renowned Bible teacher and New York Times Bestselling author Joyce Meyer has teamed up with YouVersion's free Bible App to provide her timeless daily devotions specifically for mobile platforms.

Joyce's desire to make practical, biblical teaching easily accessible to people in all walks of life prompted the development of the free YouVersion daily devotionals. Now those who prefer the convenience and efficiency of modern-day technology can enjoy brief yet substantial and inspirational messages in about 10 minutes a day.



Readers will experience fresh inspiration and insights based on Scripture – the only source of continually relevant and classic truth throughout the ages – using their smartphones, tablets or other mobile devices.

YouVersion, available online and on all major mobile platforms as the Bible App™, provides access to more than 150 different translations of the Bible in 45 languages. The partnership of *Joyce Meyer Ministries* and YouVersion is a perfect fit because Joyce's messages are relatable and relevant for people around the globe, who are enjoying the benefits of YouVersion in increasing numbers.

Through *Joyce Meyer Ministries*, Joyce provides practical, biblical teaching about many subjects that impact daily life. She has authored 90 books to date, which have been translated into more than 80 languages with millions distributed around the world every year.

Joyce travels extensively, conducting conferences and special speaking engagements throughout the year. Her television and radio programs, *Enjoying Everyday Life®*, are broadcast worldwide to a potential audience of 4.5 billion people, offering the same biblically-based, inspirational messages, which focus on helping people learn how to find true fulfillment and joy in their daily lives.

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The free Bible App is available on the iPad, iPhone, BlackBerry, Android, Windows Phone, WebOS, and Java phones, as well as any web-enabled mobile device. It was developed by the team at LifeChurch.tv. The Edmond, Okla.-based church has taken a very unconventional approach to ministry by developing technology and leveraging web-based tools to share the Gospel.

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Note to Editors: For more information about YouVersion and the Bible App, please contact Lauren Williams at 972-267-1111 or e-mail lauren@alarryross.com.