

Woman, Thou Art Loosed! Comes Back to Atlanta Oct. 4-6—ATLANTA, Sept. 30, 2012

**PASTOR SHERYL BRADY'S NEW BOOK ON EMPOWERING WOMEN IS THEME FOR 20TH ANNIVERSARY OF BISHOP T.D. JAKES' ANNUAL WOMEN'S CONFERENCE**

Celebrating the 20th anniversary of his popular women's conference, *Woman, Thou Art Loosed!*, Bishop T.D. Jakes will host this year's event at Phillips Arena in Atlanta, Oct. 4-6. Some 25,000 women from around the world, a record attendance for the event, will travel to Atlanta to learn how they can use their strengths, gifts and abilities to overcome any obstacle and transform their lives in a positive and exciting way.

*Woman, Thou Art Loosed!* is an annual three-day conference featuring inspiring speakers. This year's line-up includes Bishop T.D. Jakes, First Lady Serita Jakes, Pastor Sheryl Brady, Dr. Cindy Trimm and Pastor Paula White. Musical guests will include Grammy Award Winner Ann Nesby, Joy Hill, Gaye Arbuckle and *The Woman Thou Art Loosed* Praise Team. This year, Bishop Jakes conducted a search for the next big gospel music star via a contest on Facebook. The yet-to-be-announced winner will perform at the conference on Thursday, before Bishop Jakes preaches.

The theme from this year's conference is taken from Pastor Sheryl Brady's new book, *You Have It In You!: Empowered to do the Impossible* (Howard Books / 9781451674101), set for release on Oct. 2. Like the annual *Woman, Thou Art Loosed!* conference, Pastor Brady's book encourages readers to embrace their gifts, muster up courage, define their purpose and pursue it heartily:

*"Believe [in God] for the impossible, the unimaginable, the unobtainable, and the incurable," writes Pastor Brady. "Each time we trust him with another layer of our lives, we discover more of the buried treasure of our true identities," (pg. 183, 12).*

Pastor Brady will also host a book signing during the conference.

**Special 20th Anniversary Book Announced**

In addition to Pastor Brady's new book, a special 20th anniversary edition of Bishop T.D. Jakes' best-selling book, *Woman, Thou Art Loosed!*, which began as a Bible study series and has since burgeoned into the book, stage play, film and conference series, will also be available at the conference. The special 20th anniversary edition of *Woman, Thou Art Loosed!* will be available in a three-book gift set which will also include popular titles, *Can You Stand To Be Blessed?* and *Naked and Not Ashamed*.

The conference will also feature the crowd-pleasing annual "Girl Talk" panel discussion, which will be held on Friday, Oct. 5, at 9:30 a.m. at Phillips Arena. This "for ladies only" session uses "real talk" to address various issues relating to women such as health, mental wellness, empty nest syndrome, career mapping and starting anew. Featured guests will include First Lady Serita Jakes, Sarah Jakes, Holly Carter, Lisa Osteen Comes, Judge Glenda Hatchett, Joy Hill, Natalie Wilson and Derrica Wilson. The "Girl Talk" session is free and open to the public.

*The Woman, Thou Art Loosed!* conference seating in Phillips Arena is sold out, however limited overflow seating is available in the Georgia World Congress Center. Online registration is strongly encouraged. To register, visit [www.wtal.org](http://www.wtal.org).

**WHEN:**

Thursday, Oct. 4 - Saturday, Oct. 6, 2012

**WHERE:**

Philips Arena in Atlanta (1 Philips Drive Atlanta, Ga. 30303)

**REGISTRATION:**

[WTAL.org](http://WTAL.org)

**2012 CONFERENCE SPEAKERS:**

- Bishop T.D. Jakes is the senior pastor of The Potter's House, a global humanitarian organization and 30,000-member nondenominational, multicultural church located in Dallas, and has been named "America's Best Preacher" by *Time* magazine.
- First Lady Serita Jakes is the executive director of The Potter's House women's ministry, WoMan-to-Woman, and founder of the acclaimed God's Leading Ladies Life Enrichment program for women and The Potter's House's Debutante Program for teenage girls. She is the author of three books: *Beside Every Good Man*, *The Princess Within* and *The Crossing*.
- Pastor Sheryl Brady is the campus pastor of The Potter's House of North Dallas. For more than 25 years, she has traveled around the globe, singing and speaking at conferences and churches. Pastor Brady's first book, *You Have It In You: Empowered to Do the Impossible*, releases on Oct. 2.
- Dr. Cindy Trimm is the founder of Trimm International and is a speaker and best-selling author. She is widely known as a leader of leaders, a champion of champions and one whom God trusts to deliver a message of hope and deliverance to the nations.
- Pastor Paula White is the host of the Paula Today television program, a motivational speaker, life coach, pastor and teacher, best-selling author, humanitarian, philanthropist and mother.

**INTERVIEW/B-ROLL OPPORTUNITIES:**

- Interviews available with Pastor Sheryl Brady, including Friday, Oct. 5, immediately following her 11:30 a.m. session. Lunch will be provided for media.
- B-roll opportunities available throughout the conference
- B-roll/photos available upon request

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**About *Woman, Thou Art Loosed!***

*Woman, Thou Art Loosed!* began as a Sunday school curriculum in 1992 by Bishop Jakes and has since birthed a best-selling book, a widely-acclaimed stage play, a GRAMMY®-nominated CD and a national conference that has drawn more than a half million women from around the world. In October 2004, *Woman, Thou Art Loosed!* was developed into a movie in collaboration with Reuben Cannon Productions and became a box office top-10 hit, winning a 2005 NAACP Image Award. [WTAL.org](http://WTAL.org)

**About The Potter's House**

Located in Dallas, The Potter's House is a 30,000-member nondenominational, multicultural church and humanitarian organization led by Bishop T. D. Jakes, who was twice featured on the cover of *Time* magazine as "America's Best Preacher" and as one of the nation's "25 most influential evangelicals." The Potter's House has four locations, The Potter's House of Dallas, The Potter's House of Fort Worth, The Potter's House of North Dallas,

and The Potter's House of Denver and a Spanish language church, Casa de Fe. [ThePottersHouse.org](http://ThePottersHouse.org)

**About Pastor Sheryl Brady**

Pastor Sheryl Brady is the campus pastor at The Potter's House of North Dallas. Called by Bishop T.D. Jakes to lead this church, Pastor Brady has grown the church from a few hundred congregants to more than 2,000. She has also traveled the globe as a singer, pastor, lecturer and recording artist, speaking and singing at conferences and churches. Pastor Brady was the first female speaker to ever address the all-male crowd for Bishop Jakes' Manpower Conference in 2010. Brady is married to Bishop Joby Brady and they have three daughters and five grandchildren. [SherylBradyMinistries.com](http://SherylBradyMinistries.com)