

For the week of:

**01 | 27 | 20**

*On This Day...*



**MONDAY 1/27**

Today, white or yellow cake will simply not do. It must be all chocolate for *National Chocolate Cake Day!* After all, it does trigger happiness, so enjoy a slice today!

**TUESDAY 1/28**

For nearly 70 years these colorful bricks known as *Legos* have entertained children (and adults). They can create almost anything you imagine. So on *National Lego Day*, celebrate by building something or plan to visit the *Legoland* theme park!

**WEDNESDAY 1/29**

Puzzles are a favorite pastime of millions of people, young and old. So whether it's crossword, jigsaw, or Sudoku, *National Puzzle Day* is a great way to exercise your brain!

**THURSDAY 1/30**

*The Lone Ranger* — the “masked rider of the plains” became one of the most popular and enduring western heroes of the 20th century. He made his first debut in 1933 on Detroit's WXYZ radio station. The radio program was an instant hit.

**FRIDAY 1/31**

Charles Haddon Spurgeon, known as the "*Prince of Preachers*" died on this day in France in 1892 at 58 years old. During his lifetime he preached the gospel to over a million people.

**DID YOU KNOW?:**

- **73%** of people say that customer experience is an important factor in their buying decisions, but currently only **49%** of US consumers say that today's companies provide a good experience.
- **80%** of consumers said that they'd be more likely to do business with a brand that provides a personalized experience, per a survey by Epsilon.
- According to Edelman's Earned Brand Study, **59%** of U.S. consumers are belief-driven – they will choose or change brands based upon a brand's stand on social issues.
- According to a Tech Survey by Jacobs Media, among those who listen to AM/FM radio, **75%** of them say the main reason they listen to their home station is "for encouragement."

**IN OTHER WORDS...**

"Abandoning oneself to the purposes of God is where the power of God lies."

– **Carter Conlon**

"One of the secrets of life is that all that is really worth doing is what we do for others."

– **Lewis Carroll**

"To say there are too many children in the world is like saying there are too many beautiful flowers."

– **Mother Teresa**

**Weekly Verse**

Yet this I call to mind and therefore I have hope: Because of the Lord's great love we are not consumed, for His compassions never fail. They are new every morning; great is Your faithfulness.

Lamentations 3:31-23 (NIV)

**Word of the Week:**

**Cajole**- to deceive by flattery; coax.

**Intriguing new voices. Same insightful content.**

**Focus on the Family** invites you to meet the new team behind "**Plugged In**" (daily 1:00) in a special half-hour **LIVE** video call on **Monday, January 27th at 1:00PM Mountain Time**. Get to know Adam, Kristin, and Jonathan — and learn what you and your listeners can expect to hear beginning Monday, February 3 on "**Plugged In**."



Listen to Demos



RSVP for the video call

