

October 9, 2023

Dear Augsburg Fortress Appointment Book customer,

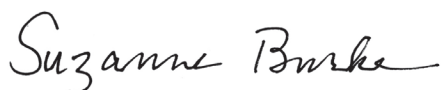
We appreciate that you have purchased the annual Augsburg Fortress Appointment Book, known to many as simply the “Little Red Book.” Due to declining sales and the rising costs of materials, printing, production, and shipping each year, it has cost more to make and deliver this product than we can reasonably charge for it. As we work to be good stewards of our resources and budget, we have decided to discontinue this product after the 2025 Augsburg Fortress Appointment Book. The 2025 Appointment Book will be the last “Little Red Book” produced by Augsburg Fortress.

For those of you who find the church year, festival, and commemoration information helpful, we will continue to make a digital edition freely available for download at **augsburgfortress.org/littleredbook**. This .ics file can be imported into Google Calendar, iCal, Outlook, and other standard calendar programs.

You may also find that the slightly larger Sundays and Seasons Worship Planning Calendar will meet your needs as a print replacement. You can order online at augsburgfortress.org or by phone at 1-800-328-4648.

We realize that this may be very disappointing news for you. We hope that announcing this now will help you prepare and identify a suitable replacement option for the start of the 2026 calendar year. We appreciate your loyal purchasing of this product over its long lifespan. Please enjoy the use of your 2024 Appointment Book. If you have a standing order, you will receive the final Appointment Book in October 2024 for use in the 2025 calendar year.

Sincerely,



Rev. Suzanne Burke
Publisher, Augsburg Fortress