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**THE LOVE DARE CONTINUES: NEW BOOK, NEW iPhone APP**

NYT Bestseller Expands into Year-Long Book and iPhone Use

[www.TheLoveDareBook.com](http://www.TheLoveDareBook.com)

**NASHVILLE, Sept. 29, 2009**— As *The Love Dare* marks exactly one year (52 weeks) on the New York Times bestseller list (the book from the movie FIREPROOF has sold more than 3 million copies and is available in 22 different languages), B&H Publishing Group is pleased to announce a follow-up book, *The Love Dare Day by Day*—extending 40 to 365 days—and to report that **The Love Dare: 40 Dares**, an iPhone app, is no. 1 in app downloads.

"*The Love Dare Day by Day* picks up where the 40-day dare leaves off," John Thompson, B&H vice president of marketing explains. "Many of our readers finished the 40 days and began again. *Day by Day* takes them through an entire year.

"**The Love Dare: 40 Dares** is listed as the number one iPhone app by AT&T," Thompson adds. "We're thrilled to see The Love Dare become so important in lives that people want to carry it with them."

In *The Love Dare Day by Day*, co-authors Stephen and Alex Kendrick take the biblically based, life-changing principles from *The Love Dare* into a full year of enriching challenges for people struggling in marriage or people simply wanting to keep love strong. Individual days are not aligned on a calendar; readers can take up the challenge anytime and begin with day one.

**The Love Dare: 40 Dares**, the popular iPhone app, opens with a splash screen and, with a finger tap, takes the user to Dare #1. As with the book, the dares challenge users to ever-stronger understanding of unconditional love. Each dare has hyperlinks to supporting verses.

#### Background

The original *The Love Dare* was inspired by the movie FIREPROOF, the No. 1 independent film in America in 2008. FIREPROOF tells the story of firefighter Caleb Holt, played by Kirk Cameron, who saves others but can't seem to salvage his own marriage. Caleb's father challenges him to take *The Love Dare*, a 40-day journey into sacrificial love. *The Love Dare* challenges Caleb to the limit. By day 20, he can only turn to God for help in carrying on. By day 40 . . . well, that would be giving it away.

Co-written by Alex and Stephen Kendrick, *The Love Dare* crashed onto *The New York Times* bestsellers list debuting at no. 2; it continues to remain in the top five after 52

weeks. The Kendrick brothers themselves are as interesting a story as their films and books. Both are associate pastors at Albany, Georgia's, Sherwood Baptist Church under the direction of Senior Pastor Michael Catt and Executive Pastor Jim McBride, with a vision of "reaching the world from Albany, Georgia." The foursome founded Sherwood Pictures in 2003 and released their first film, the award-winning FLYWHEEL in the local theater. In 2006, they followed with the sleeper hit FACING THE GIANTS, which eventually opened in more than 1,000 theaters, grossed more than \$10 million, and has since been translated into 14 languages showing in 56 countries—and it's experiencing worldwide DVD sales. FIREPROOF debuted in 2008, and Sherwood Pictures' next project is slated for 2011. Perhaps most amazing is that these films have been produced with almost all-volunteer casts and crews, including television and movie actor Kirk Cameron.

With *The Love Dare*, *Day by Day* and **The Love Dare: 40 Days** the life-changing impact continues. Learning the true meaning of God's sacrificial love for us and showing that love to one another, couples find new life and strength in their marriages. As a reader review on Amazon.com for *The Love Dare* put it: "This book saved my marriage."

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