

## ***The Love Dare* Marriage Movement Grows through Online Community**

Nashville, TN – B&H Publishing Group’s #1 *New York Times* best seller, ***The Love Dare***, found instant success as a major plot device in the current hit film FIREPROOF. Now a growing online community of readers sharing real experiences with the 40-day marriage book by screenwriters Alex and Stephen Kendrick suggests ***The Love Dare*** will remain popular beyond the box office.

[ShareTheLoveDare.com](http://ShareTheLoveDare.com) is where nearly 800 husbands and wives have launched personal online journals and are posting daily updates about their unique stories of living out ***The Love Dare***. Just as FIREPROOF viewers were inspired to see a firefighter (played by Kirk Cameron) embrace the book’s biblical challenges to save his marriage, visitors to [ShareTheLoveDare.com](http://ShareTheLoveDare.com) are realizing others struggle to maintain principles like “love is patient” and “love is thoughtful.”

The content-rich site grows each day and has already received 250,000 page views. Users can remain anonymous and even choose to make their journals password protected. But the most remarkable development is how events at [ShareTheLoveDare.com](http://ShareTheLoveDare.com) reflect the FIREPROOF film. Like Cameron’s character, many are working through ***The Love Dare*** unbeknownst to their spouse. Their posts capture the highs and lows of striving to love someone unconditionally and to improve one’s own level of commitment despite the odds. The prayers and encouraging comments exchanged throughout the site are also a fresh testament to the power of film and the printed page when it comes to furthering the gospel of Jesus Christ.

To date, ***The Love Dare*** has spent eight weeks at or near the top of *The New York Times*’ advice, how-to and miscellaneous paperback best seller list since it was released on September 26. The book is also a *USA Today* and Evangelical Christian Publishers Association best seller and has more than one million copies in print.

***The Love Dare*** is available now in paperback (ISBN 978-0-8054-4885-6, \$14.99). A keepsake simulated leather edition will arrive in 2009 to coincide with the January 27 release of FIREPROOF on DVD. The Spanish edition, ***El Desafío del Amor***, hits stores December 15.

B&H Publishing Group is best known for books by Beth Moore (*Praying God’s Word*) and Henry Blackaby (*Experiencing God*) and for developing the *Holman Christian Standard Bible*® translation and its related products including *The Apologetics Study Bible*. The company also recently published Oliver North’s *New York Times* best seller, *American Heroes*, and is a leading producer of church supplies and Spanish Bibles.