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**FOR IMMEDIATE RELEASE**

**THE LOVE DARE: BOOK BY POPULAR DEMAND**  
**A Movie Plot Device Already a Bestseller**  
[www.LoveDareBook.com](http://www.LoveDareBook.com)

NASHVILLE—Weeks before the movie *Fireproof* opens in theaters, *The Love Dare*, a book that began as a plot device in the film, has sold 300,000 copies into bookstores and is in its third printing.

“It’s a plot device, it’s a book, it’s a marriage saver, it’s a movement,” says John Thompson, vice president of marketing for the book’s publisher, B&H Publishing Group. “This is the fastest-selling book we’ve ever handled.

“In America, the average book sells about 5,000 copies,” Thompson said. “The Love Dare, at \$14.99 a copy in paperback, could be the top-selling Christian book of 2008.” The paperback version hits stores in time for the movie’s theatrical premiere this month. The keepsake edition coincides with the DVD release in spring 2009.

The *Fireproof* plot turns on a handwritten book, a 40-day challenge to learn and practice unconditional love. In movie pre-screenings, audiences left asking, “How can I get that book?” “We shut out the world and wrote for several weeks,” said Stephen Kendrick who, with his brother Alex had also written the movie. “We weren’t expecting such demand so early. Meanwhile, it’s a scary thing to realize the love God calls us to, and the love He’s ready to give through us. Our wives are watching to see if writing the book has taught us anything!”

Both brothers are associate pastors at Sherwood Church in Albany GA, which produced the movie.

Sony Pictures opens *Fireproof* in some 750-plus theaters this Sept. 26. In the movie, firefighter Caleb Holt receives a book from his father, a 40-day challenge to love his wife, after Caleb and his wife agree to divorce. Caleb resents the book’s steps in the face of his wife’s indifference but he goes through the motions: *Day One: Love is Patient; Day Two: Love is Kind; Day Three: Love is Thoughtful*. While Caleb learns to bite his tongue, set out coffee, and realign priorities, his wife, Catherine, ignores each gesture. By day 20 Caleb breaks; he can’t do it. And the real love story begins.

more

## THE LOVE DARE

### Add One

This powerful picture of a spouse transformed as he read *The Love Dare* is making people want that 40-day challenge for themselves. Churches want it for their marriage classes, and marriage and family counselors want it for couples. In time for the movie's release, churches, groups, and classes are ordering in bulk quantities.

*The Love Dare* and *Fireproof* come from the creators of *Facing the Giants*, the 2006 movie that surprised the film industry by showing in 1,010 theaters and earning \$10.1 million at the box office. *Giants'* all-volunteer cast came from Sherwood Baptist Church. To date, the *Facing the Giants* DVD has sold 1.5 million copies in 14 languages in 58 countries (on every continent!). *Fireproof* and *Facing the Giants* are marketed and distributed by Provident Films and Sony Pictures.

B&H Publishing Group, a division of LifeWay Christian Resources, produces some of today's most sought-after books, Bibles, church supplies, and multimedia products. From its original core of Bibles, textbooks, and reference titles, B&H has developed into a major publisher of Christian living, fiction, youth, history, academic, reference, and electronic products. B&H is home to bestselling authors Beth Moore, Henry Blackaby, Gary Chapman, Oliver North, Chuck Norris, Vicki Courtney, Dan Miller and Thom S. Rainer.

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