

Forget January, Hello MANuary—LITTLE ROCK, Ark., Jan. 5, 2015

## **FAMILYLIFE CELEBRATES MANUARY AS IT CHALLENGES MEN TO STEP UP IN THE NEW YEAR**

As 2015 provides a fresh start for many across the nation, FamilyLife®, a nonprofit organization focused on developing godly marriages and families, is challenging the men of America to participate in MANuary, a two-month push for 50,000 men to step up to courageous manhood and personal growth in the new year.

*"America has a crisis of manhood. Men have an inborn desire for greatness, but that desire is a constant target for hijacking. All sorts of messages are telling men they can find that greatness by mastering the latest video game, having the champion Fantasy Football team or reaching a certain number of Twitter followers. As a result, far too many have distanced themselves from the responsibilities and joys of leading and serving their family,"* says former NFL star Jeff Kemp, a vice president of FamilyLife.

Starting in January, FamilyLife is challenging men to invest in other men in their area. Strong, courageous men lead in their homes and the positive effects impact the whole community. Each man is encouraged to reach out to at least 10 men and go through FamilyLife's Stepping Up®, a video series that helps men learn how to be better sons, fathers, husbands, friends, colleagues, and leaders.

*"In my personal journey in becoming the man the Lord wants me to be, I've discovered that I have to be intentional, I must rely on God, and I need other men. MANuary encourages American men to do those three things and truly step up to the life they are meant to live,"* said FamilyLife cofounder Dennis Rainey.

More than 125,000 men have gone through Stepping Up since its release in 2012. Stepping Up is based on the principles from the book *Stepping Up: A Call to Courageous Manhood* by Rainey, and includes group interaction and insights from top Christian leaders, such as Rainey, Tony Dungy, Robert Lewis, Matt Chandler, Bill Bennett, Voddie Baucham, and Crawford Loritts, to help men develop their courage, character, love and leadership.

### **About FamilyLife**

For more than 35 years, Dennis and Barbara Rainey and the ministry of the Little Rock-based FamilyLife have focused on strengthening marriages and families. Rainey's nationally syndicated radio program *FamilyLife Today*® is broadcast on more than 1,200 radio outlets each weekday to an estimated audience of 1.6 million listeners. Through Stepping Up, FamilyLife is expanding its reach to new audiences, building engaged networks of men dedicated to embracing and exhibiting biblical masculinity. More information about Stepping Up is available online at [MenSteppingUp.com](http://MenSteppingUp.com). To learn more about FamilyLife, visit [FamilyLife.com](http://FamilyLife.com).