



For Immediate Release

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THE SLOW FADE
WHY ARE COLLEGIATES LEAVING THE CHURCH?
NEW BOOK IN “ORANGE” SERIES FROM DAVID C. COOK

It's a bleak statistic: between 65 and 80 percent of all kids who grow up in church will gradually quit attending church during their college years. They don't often return. Authors Reggie Joiner, Abbie Smith and Church Bomar have witnessed this college-age exodus in churches across the country and are determined to end the "slow fade." Their new book, from the Orange imprint, is entitled ***The Slow Fade: Why You Matter in the Story of Twentysomethings*** (David C. Cook, May, 2010), and provides a practical plan for connecting older Christians with with twentysomethings.

"We believe the college-age generation has a significant impact to make in the world. This book was written to help them make their mark in the faith community," Joiner states. By examining the needs of college-aged people and their connections to faith and the church, ***The Slow Fade*** is designed to guide older Christians into rich connection with college-age adults. The authors have seen that relationship makes all the difference in keeping that age group connected to a faith community. "We believe this 'slow fade' can and must be stopped. This can only happen as older Christians develop lasting, significant relationships with late-teens and twentysomethings."

Unique to this project is its team approach to writing, offering three distinct voices within the pages of ***The Slow Fade***. Joiner, Bomar, and Smith bring their varying life experiences and spiritual leadership to the conversation. They have jointly crafted a philosophy of college-age ministry that has the potential to stop the 'slow fade' and change the complexion of the modern Church.

Designed for all adults interested in the spiritual health of older teens and twentysomethings, the key points explored in ***The Slow Fade*** include:

- Why the church should be investing in the college-aged person, and why it is possibly the most overlooked and underdeveloped facet of the modern church.
- How the only hope for mutual transformation is both parties' (the church and twentysomethings) openness to mutual fascination.
- The role of a mentor and what this looks like in the context of investing in the college-aged person.
- Exploring familial issues in the life of a college-aged person.
- Discovering one's role in the church community, including service and staying connected to intergenerational relationships.

The Slow Fade furthers the Orange mission to combine the heart of the family (red) and the light of the church (yellow) to powerfully influence the spiritual direction of the next generation (Orange). Already more than 6,000 churches have been introduced to the Orange philosophy through curriculum resources from Joiner's reThink Group.

Reggie Joiner is the founder and CEO of the reThink Group, a nonprofit organization providing innovative curriculum resources and training to help churches maximize their influence on the spiritual growth of the next generation. The reThink Group is the architect and primary sponsor of the Orange Conference (www.TheOrangeConference.com) which provides training opportunities for senior pastors, church leaders, and ministry volunteers. Joiner is also one of the founding pastors, along with Andy Stanley, of North Point Community Church in Alpharetta, Georgia. In his role as the executive director of Family Ministry, he developed the concepts of ministry for preschoolers, children, students, and married adults over the course of his eleven years with the church. Joiner is the author of *Think Orange: Imagine the Impact When Church and Family Collide* (David C. Cook, 2009) and co-author of *Seven Practices of Effective Ministries* (Multnomah, 2004) and *Parenting Beyond Your Capacity* (David C. Cook, 2010). Joiner is a graduate of Georgia Southwestern College.

Abbie Smith was raised in Atlanta, Georgia, and started following God her freshman year at Emory University. Soon after graduation she released her first book, *Can You Keep Your Faith in College* (Multnomah, 2006) exposing stories from students around the country. Abbie recently graduated from Talbot Seminary with a degree in Spiritual Formation and Soul Care and resides in Savannah, Georgia, as a writer and spiritual director.

Chuck Bomar served for eight years as student/university pastor at Cornerstone in Simi Valley, California, and is now senior pastor of Colossae in Portland, Oregon. As founder of CollegeLeader.org and author of *College Ministry 101*, his desire is to help every church, in every context, embrace ministry to college-aged people.

Founded in 1875, **David C. Cook** is a leading nonprofit discipleship resource provider based in Colorado Springs, Colorado. For more than 130 years, David C. Cook has served the Global Church with life transforming materials from best-selling books and curriculum, to toys and games and small group resources. With additional offices in Elgin, Illinois, as well as Paris, Ontario, Canada and Eastbourne, UK, David C. Cook is a global organization whose resources are published in more than 150 languages, distributed in more than 80 countries, and sold worldwide through retail stores, catalogs, and online. Through David C. Cook's music division, Kingsway, over 30% of the top 500 praise and worship songs written by Kingsway artists are sung in churches around the world. For more information visit David C. Cook on the Internet at www.davidccook.com.

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The Slow Fade: Why You Matter in the Story of Twentysomethings

By Reggie Joiner, Abbie Smith, Chuck Bomar
Available from David C. Cook

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