

FOR IMMEDIATE RELEASE

Contact: Larry Sonnenburg, President, New Life Ministries

larrys@newlife.com

Phone: (949) 547-6028

Sexual Integrity Challenge to Men: Starve Your Eyes for 30 Days

April 30, 2015, LAGUNA BEACH, CA. Steve Arterburn, co-author with Fred Stoeker of the best-selling book, *Every Man's Battle*, host of the daily radio program, *New Life Live*, and founder of *New Life Ministries*, will announce tomorrow, Friday, May 1, a campaign to get men to starve their eyes for 30 days. He's encouraging men to go to the website www.wedared.com and accept this 30-day challenge. By starving your eyes he means not looking at porn, not watching movies/TV programs with sexual content, changing the channels when the lingerie commercials or beer commercials come on showing scantily clad women, looking away from the store windows at the mall at stores like *Victoria's Secret* etc.

To support the campaign, *New Life* is launching WeDared.com, encouraging men to be different—to not buy-in to the over-sexed culture we live in because of its devastating effects.

Arterburn said: "Our culture embraces sex and sexuality as a means to advertise, and it views pornography as an acceptable part of a man's life experience. We're taking steps to reverse that trend. Porn, sexual images and innuendos used in advertising, strip clubs, and prostitution, they all objectify women. The results are broken marriages and relationships, divorce, men losing jobs because viewing porn becomes addictive and they get caught viewing it at work. It's all a symptom of a bigger problem. Men want intimacy and mistake sex for intimacy. Men haven't learned how to be truly intimate, and when they do, things change!"

Arterburn's *New Life Ministry* holds monthly workshops named for the book, *Every Man's Battle*, for men who struggle with sexual integrity—11,000 men have gone through it in the last fourteen years. A few years ago New Life began a workshop for the wives and women in the lives of men who struggle with sexual integrity, to help them work through the pain of the betrayal they've experienced, and the guilt and shame they feel. They learn that their husband's issue was not their fault and there is life on the other side of the discovery of their husband's indiscretions.

When a man takes the 30-day challenge, he'll receive a daily email with a devotional thought, a Bible verse and a tip and encouragement on starving his eyes. The website also has a section for women.

As an internationally recognized public speaker, Arterburn speaks regularly on issues concerning Christian leaders, adult men and women. He holds degrees from Baylor University and The University of North Texas, as well as two honorary doctorate degrees, and is currently completing his doctoral studies in Christian counseling. Arterburn has authored or co-authored more than 100 books, with more than 8 million copies in print and has been featured in national media venues such as *Oprah*, *Inside Edition*, *Good Morning America*, *CNN Live*, *New York Times*, *USA Today* and *US News & World Report*.

For more information on the We Dared campaign, visit www.wedared.com.

###