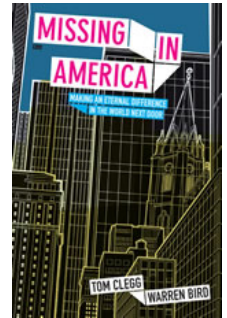


FOR IMMEDIATE RELEASE: **Contact:** Ben Laurro, Pure Publicity
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Leading Others in a Spiritual Direction

Recovering the Spiritual MIA through Loving Evangelism

Los Angeles, CA – The latest findings regarding the “unchurched” are sending an alarming message to churches and their leaders. According to the Barna Research Group, 33 percent of Americans have not attended a church service of any sort in the last six months, amounting to 100 million Americans (73 million adults, 27 million teens and children).



If church attendance and religious interest is waning, is America still a untapped country for the faith minded? Has the message or the messenger become irrelevant to a generation facing a tough economy and war?

Authors **Tom Clegg** and **Warren Bird** believe that reaching the unchurched needs to be re-evaluated as traditional outreach methods—including home-visitation, Bible tracts and street preaching— have long outgrown their relevance and impact. In their new release, ***Missing in America: Making an Eternal Difference in the World Next Door*** (Group Publishing), Clegg and Bird share, “Evangelism is a misunderstood word that people are uncomfortable with—evangelism is not what the church does, instead it is the natural result of God’s people being with spiritually lost people.”

The authors believe the best way to reach people is the same as Jesus did - through authentic, caring and meaningful relationships, “Nothing was beneath Jesus, He demonstrated how faith and service go hand-in-hand through washing feet, helping children, fixing breakfast, and touching lepers.”

In *Missing in America*, Clegg and Bird help readers identify and strengthen their existing relationships that prompts their unchurched friends to ask about life (1 Peter 3:15), desire a Christ-filled life, and open a dialogue about spiritual yearnings. *Missing in America* also outlines the following:

- **Spiritual Connecting Points:** Connecting with your culture through acts of service and loving relationships.
- **Rethinking Evangelism:** Learning to take relational risks, identify cultural clues and cultivate essential behaviors.
- **Touching the Needs of Every Person:** Recognize people’s needs for transcendence, significance and community.
- **Build Genuine Relationships:** Ensure your friends know you personally and genuinely care for their well-being.
- **Bringing in the Harvest:** Connecting new Christians to others through a small group, worship service, prayer group, or events that welcomes newcomers

Clegg, who has consulted over 1,000 churches in over 60 doctrinal traditions and more than 100 countries, believes that all church attendees need to make is an intentional, prayerful decision to reach their community.

Clegg and Bird combine personal stories with up-to-date statistics on culture and religion, ideas to engage people in conversation, tips to become a better listener and ideas to lovingly create a church that centers on life transformation.

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Dr. Tom Clegg is President of CoachNet a leadership development ministry serving Christian leaders in leading, growing and multiplying churches all around the world. He is also a highly sought after conference speaker, and internationally recognized authority on church planting, evangelism and leadership development. He and his wife, Jodi, and their two teenage daughters make their home in Des Moines, Iowa. Co-author Dr. Warren Bird heads the research department for Leadership Network and lives just outside New York City.

About *Missing In America*:

Missing In America by Tom Clegg and Warren Bird. Published by Group Publishing. Paperback, 195 pages. \$15.99. ISBN: 978-0764435638.

Suggested Interview Questions

For Tom Clegg or Warren Bird

1. America has churches on practically every street corner! In *Missing In America*, you say the USA is a mission field—how can that be?
2. Is evangelism in crisis? If so, what areas need to be reinvented?
3. Isn't evangelism merely telling people about Jesus Christ?
4. What do you mean when you talk about learning a "hermeneutic of the heart"?
5. Could you please explain the three needs of every human heart?
6. What can Christians do if they discover they don't have many friends outside of their church?
7. What do you mean when you say evangelism is like dancing?
8. What should a Christian do when somebody asks them, "to give the reason for the hope that they have?"
9. What do we do when someone does want to cross the line of faith?
10. In chapter eight you tell a powerful story about Africa...isn't that real missions work compared to what you're saying about life here in America?
11. What are some practical things churches can do to connect with their community?
12. How can churches invite you to speak to their congregations?

For an interview with Dr. Tom Clegg, contact Ben Laurro at Pure Publicity at 818.753.4056 or Ben@purepublicity.com.

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Interview Topics: *Missing In America*

Adapted from *Missing In America* by Tom Clegg & Warren Bird

- Reinvention Modern Day Evangelism: What we learned from historical evangelism and how it has evolved in a modern day era
- Can Religious People Overcome Stereotypes and Live by the Standard they Preach?
- Becoming a Better Listener When Sharing Your Faith
- Using your Hobbies, History, Work and Relationship to Share Your Faith

Facts/Stats about America

Adapted from *Missing In America* by Tom Clegg & Warren Bird

Each day thousands of lives are changed forever....

- 11,350 babies will be born and 6,663 people will die.
- There will be 6,110 marriages and 3,110 divorces.
- 38,186 people will be arrested 4,785 for drug abuse violations and 320 for rape or other sexual offences.
- 87 people will commit suicide, 37 people with the HIV virus will die, and 49 people will be murdered.
- 119 people will die in alcohol-related motor vehicle accidents, 7,395 people will experience alcohol-related injuries, and 3,916 people will be arrested for driving under the influence.
- 12,267 children under the age of 13 will have their first drink of alcohol, while 2,948 under the age of 13 will experience sexual intercourse for the first time.
- 2,389 instances of child abuse or neglect will be reported; of these, 399 cases will be for children age 1 or under.
- 5,587 households will declare bankruptcy, and 73,248 people will receive food stamps.
- 68,493 people will seek treatment for depression.
- 7,423 children 15 and under will experience oral sex, 53 and 16,118 high school students (grades 9-12) will have sexual intercourse.

Within the next 24 hours, by our best estimates, **several thousand people in the United States will die without being reached with the Christian faith**