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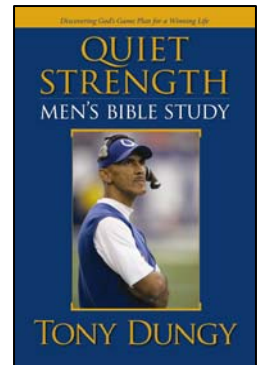
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## Super Bowl Winning Coach Tony Dungy Writes Men's Bible Study Based on *NYT* #1 Bestseller *Quiet Strength*

*Quiet Strength* draws interest from men who typically wouldn't engage church

**Indianapolis, IN** — Since becoming the first African American coach to win the Super Bowl in February 2007, NFL Head Coach Tony Dungy has been in the national spotlight for his outspoken Christian faith and integrity on-and-off the football field, and releasing his bestselling memoir *Quiet Strength*, a #1 on *The New York Times* bestseller.

Now, Dungy offers *Quiet Strength: Men's Bible Study* (Group Publishing, Inc.), a unique men's Bible study with winning insight from Dungy's life, challenging men with the deepest questions they're facing in today's society.



“My legacy isn't what I do on the football field. It's what I say and do when people don't see me. It's about being faithful to God in the work He's given me,” Dungy writes. “As I wrote *Quiet Strength*, six guiding principles from my life emerged.” He took these six principles to challenge men to respond to the following questions:

- What's my game plan?
- What's my strength?
- What's my success?
- Where's my security?
- What's my significance?
- What's my legacy?

Dungy is convicted that real strength—quiet strength—is “a mix of steely nerves and emotional intelligence,” and challenges men to develop the same strength. Each of the six Bible studies is specially crafted for men, even appealing to men that may not otherwise be interested in spiritual matters. Dungy provides biblical answers, relationship-building discussion questions, engaging activities and character-building insights. Men's groups can connect in a small group, a men's breakfast, even on lunch break at work.

Dungy is a living testimony of integrity. He played defensive back in the NFL, winning a Super Bowl with the Pittsburgh Steelers in 1978. After rising through the ranks to become an NFL coach, he was fired from the Tampa Bay Buccaneers in 2002 and thought his professional head coaching career was over.

Dungy became the Indianapolis Colts head coach in 2002. Tragedy struck in 2005 when his son James died. In February 2007, Dungy led the Indianapolis Colts to sports biggest stage, leading the Colts to a Super Bowl victory. However, for Dungy, life is more than football. Dungy has always been known for his family and community involvement, while U.S. President George W. Bush recently awarded Dungy a two-year term on the President's Council on Service and Civic Participation.

“This book isn't about football, either. It's about the principles and priorities that have guided my life—and that I hope will guide yours,” Dungy writes. In each study, Dungy challenges men to think, talk, study, live and commit to winning life principles.

### **About *Quiet Strength: Men's Bible Study***

*Quiet Strength: Men's Bible Study* by Tony Dungy. Published by Group Publishing, Inc. 96 pages, paperback, \$9.99. ISBN: 978-0764436628.

# Quotes from Tony Dungy

Indianapolis Colts Coach and author of *Quiet Strength: Men's Bible Study*

In *Quiet Strength: Men's Bible Study*, Dungy writes about the six challenges to men.

## **What is your game plan?**

“When I was fired from Tampa Bay, I knew that my game plan needed to change. I had planned to be there much longer than I was. And I knew a change would be different for my family. But God’s plans were different, and I quickly learned the importance of following God’s plan—and glorifying Him no matter where I am.”

## **What is strength?**

“[My father] showed me how to stay focused and make a difference in the face of adversity. He taught me that real strength isn’t a steely lack of sensitivity and obnoxious ranting; it’s humble and gentle leadership.”

## **What is success?**

“At one point in my life, I thought being drafted as a quarterback in the NFL would surely be a sign of success. I was never drafted. I had to reevaluate what success really meant to me: using my God-given talents, gifts and abilities to serve and glorify Him in whatever position I’m in. Define success in your own terms...beyond what you do.”

## **What is your security?**

“It’s easy for a professional athlete to place his security in influence, money and ability. But all those things in life can be pulled from you instantly. That’s certainly what I experienced when I lost my son in 2005. Real security is in far greater things, though. It’s in everything I know to be true: the love of my family in all parts of life, the joy of Christ’s embrace when other things are stripped away, and the secure promise of eternal life with no pain or tears.”

## **What is your significance?**

“I learned early in my career that if I put my significance in football, I’d be disappointed many times a season...even winning seasons. Instead, my significance is in who I am as a husband, a father, and a child of God seeking to bring Him glory.

## **What is your legacy?**

“Everything we do adds an element to the story we’ll leave behind. My father left a legacy that I desire to pass on to my children. My legacy isn’t what I do on the football field. It’s what I say and do when people don’t see me. It’s about being faithful to God in the work He’s given me. Really evaluate your legacy, then seek to build that story you’ll leave behind.”

**For more information about *Quiet Strength: Men's Bible Study*, contact Ben Laurro at Pure Publicity at [Ben@purepublicity.com](mailto:Ben@purepublicity.com) or 818.753.4056**