

FOR IMMEDIATE RELEASE:

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In honor of October's Breast Cancer Awareness Month, Group Publishing Releases *Tickled Pink*

According to the National Breast Cancer Foundation, over 200,000 women are diagnosed with breast cancer each year

Denver, CO — Many people who find themselves ill with diseases like breast cancer use prayer to encourage and comfort them as they cope with their illness and its treatments.

In fact, according to a study by Dr. Anne McCaffrey of the Harvard Medical School, one-third of Americans use prayer to facilitate physical healing. "This is the most ancient, widely practiced therapy on the face of the earth," said Dr. Mitchell Krucoff, a professor of medicine and cardiology at Duke University Medical Center.

In honor of Breast Cancer Awareness month in October, Group has released *Tickled Pink: Prayer Devotion* (Group Publishing, October 2008), a personal way for women to connect with God and refresh their heart and mind. Each box contains everything a woman needs to experience God's love and perk their spirits. Inside women discover five simple "pink objects"—along with a simple devotional guide and Scriptures that lead women toward hope and renewed joy.



But this personal devotion isn't just for breast cancer survivors—it's for all women who need to take a moment of pause. "*Tickled Pink* is an instant boost in a box! It's a wonderful mini-retreat that women will treasure," says Joani Schultz, author, speaker and CCO at Group Publishing.

"The *Tickled Pink: Prayer Devotion* is the perfect inspiration for women who need to reflect and be uplifted by spending quiet time alone with God or in prayer," adds Amy Nappa, Senior Women's Editor at Group Publishing. "What's unique about *Tickled Pink* is that we created it specifically in recognition of women affected by breast cancer—everything inside the box is pink! It's the perfect gift to honor women affected by breast cancer during Breast Cancer Awareness Month in October."

Tickled Pink has everything needed for a personal time of devotion that will tickle your heart and lift your spirits. Packaged in a small attractive box is a spinning top, a fan, a feather, a mini-umbrella and a piece of clay. These elements serve to inspire during various circumstances. For example, the piece of pink clay calls women to meditate and create art themselves that reflects how God is forming and shaping them. The physical interaction sets *Tickled Pink* apart from other devotionals for women's ministry, friends, parties and retreats.

About *Tickled Pink: Prayer Devotions*

Tickled Pink: Prayer Devotions. Published by Group Publishing, Inc. Released October 2008. Retail price: \$7.99. ISBN: 978-5557437707.

A worldwide publisher, Group Publishing produces interdenominational resources for all ages and conducts regional and national conferences for church leaders. In its 30th year, Group was recognized as a top Christian workplace, winning the first-place award for large media organizations in a study conducted by *Christianity Today* magazine.

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Five Ideas for Using *Tickled Pink*

***Tickled Pink* Bible Study:** Hold a Bible study or small group based on *Tickled Pink*. Have the women in the group go through the stages as individuals or together, and share insights from the sessions with one another. Close the evening with prayer about God's continued work.

Honor Breast Cancer Awareness Month: Gift *Tickled Pink* to those women you know who have been affected by breast cancer, or are currently on the journey of breast cancer recovery.

***Tickled Pink* Retreat:** Host a retreat based on the Scriptures and concepts found in *Tickled Pink*. Give each woman on the retreat a *Tickled Pink* box and send them off to experience their own personal devotion that strengthens their relationship with Jesus.

Support Hospitalized Patients: Give *Tickled Pink* to new mothers or women in the hospital. Encourage them with the message of the devotional.

***Tickled Pink* Holidays:** *Tickled Pink* is an affordable gift for Valentine's Day, Easter, birthdays, or anytime you want to celebrate a milestone or make a friend smile!

Five Steps to *Tickled Pink*

1. Find a quiet place and get comfortable.
2. Open the box.
3. Follow the simple instructions.
4. Spend time alone with God.
5. Tell people about *Tickled Pink*—they'll love it!

If you like *Tickled Pink: Prayer Devotion*, you'll also like the *Chocolate Boutique Prayer Devotion* and *Devotions Galore!* Find other great women's ministry resources at www.group.com/women.

**For more information, contact Ben Laurro
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