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**NEW MOVEMENT CHALLENGES MEN: IT’S TIME TO RISE**
*RISE urges men to fulfill their vocation, rise to a higher standard*

PHILADELPHIA, PA (JANUARY 11, 2018) – As male secular icons are falling almost daily, a group of Catholic men are issuing a 30-day challenge to all men to rise up and embrace an authentic masculinity. [RISE: A 30-Day Challenge](https://www.menriseup.org/), is co-authoredby **Chris Stefanick, host of EWTN’s “Real Life Catholic,” and Bill Donaghy, a curriculum specialist at the Theology of the Body Institute.**

“There’s never been a more important time than now for men to step up, lead their families and communities, and live an authentic masculinity rooted in understanding their identity as sons of God,” said Stefanick, co-author and video presenter.

“**RISE** is a unique 30-day series of videos and challenges that walks men through a battle plan for life. It’s simple, but the results are extraordinary. Whether they’re faithful or just seeking, **RISE** will profoundly impact their lives for the better,” said Stefanick.

**RISE** is an individual journey for each man with practical challenges based on their life situation. Men are encouraged to walk with a “brother,” and to hold each other accountable through the 30 days, and there are resources provided for parish and group settings.

 “**RISE** is all about stepping up and claiming your true identity as a son of God, embracing your natural and profound gifts as a man. That changes everything,” said Stefanick. “Imagine if a million men in the Church were living intentionally as disciples of Christ. Families, parishes and communities would be transformed. That’s our goal.”

Men can choose to begin **RISE** at different start-dates throughout the year. Many are starting with Ash Wednesday, the first day of Lent. Parishes may review **RISE** at no cost.

“This isn’t just a program, it’s a movement,” said Donaghy, co-author. “RISE meets men where they are, and gives them practical tools to live their faith out every day. With men all around the world stepping up, RISE will be revolutionary.”

**RISE** is published by Cardinal Studios LLC, in collaboration with Real Life Catholic and in association with Ecce! Films.

To learn more about RISE, visit <https://www.menriseup.org/>. RISE is also available in Spanish.

For more information, or to schedule an interview with Chris Stefanick or **Bill Donaghy**, please contact Kevin Wandra (404-788-1276 or KWandra@CarmelCommunications.com) of Carmel Communications.

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