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**RISE™** Media Tip Sheet

*Facts — Bios — News Hooks*

[**https://www.menriseup.org/**](https://www.menriseup.org/)

**NAME RISE™**

**SYNOPSIS RISE** is a movement of men who are willing to step up and live an authentic masculinity. Through a unique 30-day series of videos and challenges, men are equipped with a battle plan for life. The challenges are simple yet profound, and the results are extraordinary. The creators of **RISE** have developed something that doesn’t exist: a digital, practical tool that calls all men, regardless of their level of faith, to new heights.

**IMPACT** Imagine if hundreds of thousands of men all around the world took up this challenge and intentionally lived their vocations to the fullest in their daily lives? Families, parishes, and communities would be transformed. That’s the goal of RISE.

**2018 SCHEDULE**

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 are challenging all their men to step up this Lent, or planning ahead to the fall.

Throughout 2018, more start dates will be released.

**NEWS HOOKS**

**Men are falling daily from the effects of sin**

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. The culture is telling men that they aren’t needed, or that their masculinity is harmful. RISE is challenging all men to step up, claim their true identity as sons of God, and embrace their natural and profound gifts as men. This leads away from false ideals of manhood to living their lives as gifts for others.

**Perfect Opportunity for a Lenten Challenge for Men**

RISE is not a Bible study or typical program – it’s the beginning of a movement, a movement that is starting with the inherent challenge that Lent brings to draw deeper into the mystery of God, to challenge ourselves to reclaim our places as children of God, and to live that on a daily basis. RISE fits well into the beginning of Lent and encourages men to walk with each other and support each other.

**BIOS Chris Stefanick**

**Co-author and video presenter of RISE**

Chris Stefanick is the co-author and presenter of RISE. He is a consultant to the USCCB on Laity, Marriage, Family Life and Youth, and an internationally acclaimed author and speaker. Chris is also the founder of the nonprofit organization, Real Life Catholic. He has devoted his life to helping people discover the hope that comes from the Gospel of Jesus Christ. Above all, Chris is proud to be a husband and father of six children.

**Bill Donaghy**

**Co-author of RISE**

Bill Donaghy is the co-author of RISE. He is a curriculum specialist at the Theology of the Body Institute. He is an author, instructor, and international speaker with over 25 years of experience in mission, evangelization, and education. He has a background in visual arts, philosophy, and Masters in systematic theology. Most importantly, he's a proud husband and father of four children.

To learn more, visit <https://www.menriseup.org/>. A sample of RISE is available for interested media.

For interviews, contact Kevin Wandra at 404-788-1276 or [KWandra@CarmelCommunications.com](mailto:KWandra@CarmelCommunications.com)

Visit [CarmelCommuications.com](http://www.carmelcommunications.com) for:

* RISE Press Release

**About RISE**RISE™ is a collaboration of individuals and organizations that believe it's time to cast a wide net to awaken today's man. Our goal is simple: to use powerful media as a tool to present the true path to freedom and peace by challenging men to live the fullness of their vocation every day; at home, at work, and in their communities. We are not teaching theology, and this is not another boxed program. We are giving men a battle plan for daily living, and walking alongside them each day. When men understand their profound dignity as sons of God, and are re-oriented towards what really matters, the impact on themselves and those around them will be significant.