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**Matt Fradd introduces 21-day detox from pornography series**

*Accountability, encouragement, and brotherhood offered through STRIVE, which begins March 27*

**PHILADELPHIA, Feb. 13, 2019** – Pornography has reached epidemic proportions in our nation, with over 28,000 people watching porn every second. Its effects on families is leaving everlasting damage, resulting in broken marriages and a lack of interest in child-rearing and family life. The wives of sex addicts have it particularly difficult, as research shows 70 percent could be diagnosed with PTSD. Matt Fradd, whose book *The Porn Myth* made it to a No. 1 bestseller on Amazon, is partnering with Cardinal Studios to release ***STRIVE***, a new interactive series aimed at giving men the tools they need to kick their porn habit.

Watch the ***STRIVE*** trailer: <https://www.youtube.com/watch?v=b1PPPWC8f7I&t=1s>

“Too many lives, marriages and families have been torn apart by pornography,” said Fradd, who has spoken to millions of individuals over the past decade about the detrimental effects of pornography. “The No. 1 question I get is, ‘Yes, I get it’s bad, but how do I quit? What exactly do I need to do?’ This is precisely what ***STRIVE*** addresses. It meets these men where they are with an experience unlike anything that has existed.”

Cardinal Studios became the perfect home for Fradd and ***STRIVE***, having already built a successful movement of men through their RISE challenge with Chris Stefanick, which began in early 2018. ***STRIVE*** walks men through a step-by-step plan to quit porn for good, using powerful videos and live interaction with Matt Fradd and others throughout the series.

“We’ve seen amazing fruit from the RISE Challenge over the past year, and we knew we could take the best of what it offered in terms of film, technology, community and accessibility, and take it up a notch with ***STRIVE***,” said Chris Cope, director of Cardinal Studios. “Men will journey with Matt Fradd every day, not just in the videos and content, but within the online community, and through weekly interactive live streams. This ability to learn from each other takes everything to a new level.”

“The goal of ***STRIVE*** is to help men break free from porn and bring them into community, not just for the 21 days, but in local or video small groups after the challenge,” said Fradd. “Accountability is key and we’re providing the platform to make that a reality. We know that with this unique blend of inspiration, technology and brotherhood, ***STRIVE*** can change countless lives."

The ***STRIVE*** online program will initially be run a handful of times this year, the first beginning on March 27, 2019. Men can register at [strive21.com](http://strive21.com).

For more information, to request media access to ***STRIVE*** or schedule an interview with Matt Fradd, please contact Kevin Wandra (404-788-1276 or KWandra@CarmelCommunications.com) of Carmel Communications.

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