

Beyond Abstinence: New Steps as a Vision Expands **Best-selling Author Developing Resources that Emphasize Purity**

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For Immediate Release

Edmonton, AB - A growing tide of sensuality represents an increasingly urgent threat to families and churches, according to best-selling author Fred Stoeker (***Every Man's Battle, Tactics***). In greater numbers and at younger ages, men and boys are being flooded with sexual images; the astonishing prevalence makes them difficult to avoid, even for those who are committed to purity.

In response, Stoeker's focus has sharpened, and he has begun developing tools of reinforcement. His writing and speaking emphasizes the thrill and heroism of preserving sexual energy for its appropriate purpose, developing an enthusiasm for purity (beyond abstinence). But over the past two years he has also made an enormous personal effort to develop practical resources that equip young men for the battle that greets them every day - and every night. The first was ***Tactics*** (Waterbrook Press), a practical book demonstrating a defensive posture toward temptation.

The second resource is unusual and powerful, a music CD titled *Win This War* (Crown). Produced by Chuck Dennie (formerly of By the Tree), it features exceptional Christian recording artists like Mike Weaver (Big Daddy Weave), downhere, Michael O'Brien (formerly of Newsong), Matthew West, and others. In 12 remarkable recordings, the album acknowledges sin and deception, moves to songs of confession, repentance and commitment, and ends with songs about genuine love and worship.

Stoeker calls music "a natural, native language of the Holy Spirit, driving the message of His Word deeper into the heart," and says music has been significant to his own spiritual growth over the years.

"God has given me a message about sexual purity that He has promised to bless and that He's asked me to steward," Stoeker says. "That's a big responsibility, and as I kneel to shoulder that load, my heart can't miss all that Christian music has already done to prepare me to carry this responsibility. There is simply no way to steward this message well unless I also set this message to music."

With a mission that is more urgent today than ever, Stoeker is addressing the needs of a generation that is struggling to live with purity, or even to see that as possible. "The cost of sexual sin is enormous, but young people don't always recognize the danger," he says. "What seems like freedom soon becomes a prison of destructive desires and behaviors."

Win This War launches May 8, 2007, and will be available in Christian bookstores and online. For more information and to hear music samples, visit www.WinThisWarCD.com.

For more information or to schedule an interview with Fred Stoeker, please contact Tim Willson at Crown, 1-800-661-9467, ext. 316, or via marketing@crowntv.com. You can also contact Brad Mix at 1-800-661-9467, ext. 315. Crown is a Canadian music and film distributor, serving Christian markets worldwide.