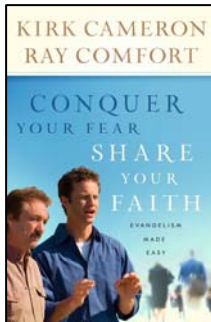


Overcoming Obstacles of Sharing Your Faith

Book Equips Christians on Overlooked Responsibility of Evangelism



Los Angeles, CA – Kirk Cameron was a devout atheist until age 14, when his conversion to Christianity changed his life forever. Today, while Cameron openly shares his faith, studies show that only two percent of evangelical Christians share their faith with others. **Ray Comfort** became a Christian in 1972, and soon began street preaching both in his New Zealand homeland and then in Southern California experiencing discouragement, ridicule, public mockery and insults.

Cameron and Comfort have released ***Conquer Your Fear, Share Your Faith*** (Regal, September 2009) a evangelistic companion derived from *The Way of the Master* TV series and radio program they host. In this resource, both men encourage and educate Christians to work through their fears to share the spiritual salvation message of Jesus to a world in need. “Every 24 hours, 150,000 people pass from time to eternity,” Cameron writes. Every person has a God-given will to live and Christians, he says, have a God-given responsibility to witness to people and share the Gospel message. Throughout the book, Cameron shares vignettes inspired by the firefighting movie *Fireproof*.

Comfort, an outspoken Christian evangelist, writes openly about numerous problems he sees with existing evangelism techniques in contemporary churches. “The Body of Christ in America is a sleeping giant that needs to be awakened,” Comfort writes. “We have to overcome what I call ‘evangelophobia.’”

Comfort addresses those who have fallen into the category of “false conversion,” they claim a renewed life in Christ, yet show no outward change as reflected in these startling statistics: 62 percent of Americans say they have a relationship with Jesus Christ, yet 91 percent lie regularly. 37 percent of Christians believe if a person is good enough they will go to heaven. 18 percent of all abortions are performed on “born-again/evangelical” Christian women (Barna Group). Comfort and Cameron engage readers on:

- Practical tips for sharing your faith
- Identifying the fruit of true conversion
- Modern evangelism versus Biblical evangelism
- Making sense of the gospel by speaking to the conscience, not the intellect, as Jesus did
- Role of the Law and grace in sharing Christianity
- Witnessing to specific groups: children, family, atheists and intellectuals

Readers will be guided through the processes of evangelism, helping churches and small groups with a practical curriculum while deepening their own gratitude of the cross. “There is a big difference between modern evangelism and biblical evangelism,” Comfort writes, showing readers a biblical method of evangelism he’s seen work globally. *Conquer Your Faith, Share Your Faith* also includes real testimonies of people Comfort and Cameron have encountered on the way, including converts from *The Way of the Master* show. Witnessing tips, video lessons, common questions and group training is available at www.wayofthemaster.com.

Conquer Your Fear, Share Your Faith by Kirk Cameron and Ray Comfort. Published by Regal Books. September 2009. ISBN: 9780830751549. \$15.99, 224 pages.

Suggested Interview Questions

For Ray Comfort and Kirk Cameron, co-authors of *Conquer Your Fear, Share Your Faith*

1. Studies show that only two percent of evangelicals share their faith. Why is evangelism so frightening for many Christians? How can we overcome fear?
2. What is wrong with modern methods of evangelism? What's the biblical model?
3. Ray, you have been an open-air street preacher. Is this for every Christian?
4. Why is the church in America like a "sleeping giant that needs to be awakened?"
5. What does preaching the cross truly involve? Why is this so difficult to talk about?
6. What are the basic fundamentals all cultures share in common? How can we use these in witnessing to people cross-culturally?
7. What's the difference between religion and the gospel?
8. Why do we have a hard time believing in the existence of hell? Why is there such a harsh penalty for sin?
9. What are the benefits of leading people through the Ten Commandments? How does this method enable people to see sin in light of God's law?
10. What happens when people and society's cease to believe in right and wrong?
11. Why is it important to ask a person's name when sharing your faith? What's a practical way to remember people's names?
12. Albert Einstein, Thomas Edison, Mark Twain, Ernest Hemmingway, and Susan B. Anthony have all made an impact in our culture, yet had different beliefs on the existence of God. How do we effectively witness to atheists and intellectuals?
13. Why is it often much more difficult to witness to family than to strangers?
14. What is a "false convert"? Why is this dangerous? What's a genuine conversion?
15. Can people be happy without Jesus? Why or why not? How long will it last?

For an interview with Ray Comfort or Kirk Cameron, contact Ben Laurro at Pure Publicity at 818.753.4056 or Ben@purepublicity.com.

FOR IMMEDIATE RELEASE:

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About Kirk Cameron and Ray Comfort

Authors of Conquer Your Fear, Share Your Faith

Kirk Cameron is a television and film actor best known for his Golden Globe® nominated work on the TV series *Growing Pains* and for his role as Caleb Holt, a firefighter struggling to save his marriage in the independent *Fireproof* feature film. Kirk produces and co-hosts *The Way of the Master* TV series, winner of the National Religious Broadcasters Best Program of the Year award, and produces and appears regularly on The Way of the Master radio show (www.wayofthemaster.com).

Kirk is most remembered as the lovable teen heartthrob Mike Seaver on *Growing Pains* (1985-92), and entertained audiences worldwide as the charming troublemaker for which he received two Golden Globe nominations. His acting career started at the age of nine in commercials and guest appearances on television programs. Kirk's notoriety grew as well as his fan club, with his face on every Teen magazine in America.

It was on the set of *Growing Pains* that Kirk met and married his co-star, Chelsea Noble, and together they continued their on-screen romance in the Warner Brothers sitcom *Kirk* (1995-97). Kirk and Chelsea have six children, and they live in Southern California. Together they run Camp Firefly (www.campfirefly.com), a retreat for seriously ill children and their families.

However, much more noteworthy than his acting career was his conversion to Christianity. Kirk was not raised in a church-going home and describes himself as a devout atheist from a very young age. By the age of 14, he was so convinced there was no God that he laughed at believers. But one afternoon, sitting in a sports car pondering the first Gospel message he ever heard, that all changed. In 2008, Kirk released his first memoir titled, *Still Growing*.

Kirk continues to act in and produce quality, entertaining and inspirational family programming. He also travels throughout the country, speaking in schools, churches and community events. For more information on Kirk, visit www.KirkCameron.com.

Ray Comfort is the co-host of television show, *The Way of the Master* with actor Kirk Cameron and the president of Living Waters Ministries. He has written for Billy Graham's *Decision* magazine and Bill Bright's *Worldwide Challenge*, and his literature is used by the Moody Bible Institute, Leighton Ford Ministries, Campus Crusade For Christ, Institute in Basic Life Principles and the Institute for Scientific and Biblical Research. He has written more than 60 books and is a regular speaker at Southern Baptist state conferences. Ray has spoken in more than 800 churches from almost every denomination. He lives with his wife, Sue, in Southern California, and they have three grown children.

Notable Quotes in *Conquer Your Fear, Share Your Faith*

"Preaching the cross means that we have to tell the world about sin and about our responsibility toward God for our thoughts, words and deeds." (pg 15)

"Every 24 hours, 150,000 people die, if we are going to have a passion for the unsaved, we have to personalize them to the point in which their lostness brings more than a tear to the eye." (pg 20)

"Fear whispers that you can't. Faith says that you can, because faith brings God into the questions. When it comes to public preaching, we are fearful of looking foolish, fearful our minds will go blank or we won't be able to answer a question – these are all about our pride." (pg 25)

For those who believe the Law does not need to be included while witnessing and that it is up to the Holy Spirit to convict, Comfort disagrees and reminds that without the Law, God's judgment on sin and Hell doesn't make sense. The Law and the gospel shows sinners that they are criminals and that God is their judge and they deserve judgment for their crimes, but shows mercy and forgiveness from Christ.

"Without the terrors of the Law, the professed Christian drives along the path of life with no appreciation for what he has been given in the gospel...they have never experienced the wrath of the Law, and so they don't have gratitude enough to even consider doing the will of the God they profess to love." (pg 63)

"The Holy Spirit convicts of sin (which is the transgression of the Law), righteousness (which is of the Law) and judgment (which is by the Law). However, preaching is the method that God has chosen to use to reach the lost." (pg 81)

"After a genuine conversion there is a deep love of God, a love of righteousness, an understanding of sin and of the cross – these are the fruits of salvation." (pg 116)

"We are called 'lively stones,' we have been handpicked from among millions for the purposes of God. We have been saved to serve, and it should be our prayer that the almighty God will guide every move we make through this life." (pg 130)

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Endorsements for *Conquer Your Fear, Share Your Faith*

Do you want a compelling, challenging, entertaining and Biblically sound interview? Ray Comfort's message is bold, compelling and Biblically solid. Your listeners will be challenged, entertained and inspired. We interviewed him once and invited him back 14 times...really. He is outstanding. I have slept through hundreds of interviews and not one comes close to creating the excitement that he brings. He has an energy and passion that forces people to listen...and respond. **Todd Friel**, Host, "Wretched Radio."

"Ray Comfort is one of the most influential evangelists of our day. His humor and quick wit combined with his potent teachings give him the ability to reach the world with the gospel like no other. I am blessed to call him a friend." – author and Bible teacher **Chuck Missler**

"Ray Comfort brings us a word that cuts to the core of man's spiritual dilemma. As we pray for revival and wonder what God's waiting for, we need to seriously consider this message. To ignore it puts us in spiritual peril." – **Terry Meeuwsen**--Co-host, The 700 Club

"Ray Comfort is one of the freshest voices in Christian evangelism today. His ministry is one of the very few that meets lost North Americans right where they are, in language they understand. I recommend the use of his ministry, message and materials to everyone."
David E. Clippard, Associate Executive Director Baptist General Convention of Oklahoma