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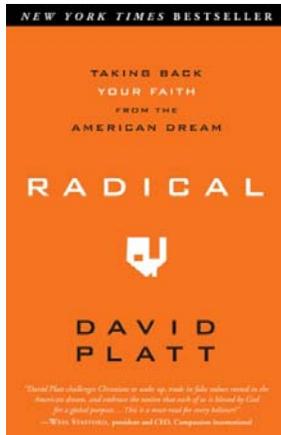
PRESS RELEASE

from Multnomah Books

FOR IMMEDIATE RELEASE

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***Radical* Reaches 1 Million Copies in Print**



Colorado Springs, Colo. – *Radical: Taking Back Your Faith from the American Dream*, the 2010 breakout debut book by pastor **David Platt**, has reached a major milestone with 1 million copies in print and continues to appear on best-seller lists: 81 weeks on the *New York Times* Best-Seller List (Paperback Advice & Misc.) and 20 months on the CBA Top 50 Best-Seller List, including 17 months in the top 10.

Called the youngest megachurch pastor in history when he took the senior pastor position at The Church at Brook Hills in Birmingham, AL, Platt says that we’ve allowed our cultural preferences to manipulate the gospel of Jesus Christ. Citing several examples from the Bible, Platt explains that Jesus asked his followers for nothing less than radical abandonment, telling them to leave their jobs, families and all they had. But in our American Dream culture, we say that He couldn’t possibly mean that for us. “We are afraid of what it might mean for our lives,” says Platt. “So we rationalize these passages away. We are starting to redefine Christianity. We are giving in to the dangerous temptation to take the Jesus of the Bible and begin twisting him into a version of Jesus that we are more comfortable with.”

Platt and his church committed to “The Radical Experiment,” a one year journey in authentic discipleship, and the results are astounding: Over 100 families began the process to become foster parents in hopes of making sure every child in Birmingham has a family; 40 households committed to move to an inner-city neighborhood in Birmingham in an effort to serve and love others; the church evaluated their 2010 budget and freed up \$500,000 dollars to sponsor 21 Compassion International projects in India, providing food, clean water and health care to women and children in one of the most impoverished nations in the world.

Reflecting on the success of *Radical*, President and Publisher Steve Cobb says,

“When the manuscript first came in, folks here in the office were buzzing about it. I hadn’t seen such enthusiasm for a book in quite some time, and it’s been a real pleasure to see that enthusiasm carry over to retailers and consumers. Everyone on staff has worked hard on this title because they believe that the message can change lives, and I’m grateful for the opportunity to publish such a book.”

“God is gracious, and His mercy extends far beyond what we could ever deserve or imagine. I am thankful for what He has chosen to do with *Radical* - for the lives of men and women who have decided that Jesus is more satisfying than every pursuit and pleasure in this world, and for



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the stories of how His glory is being passionately and sacrificially proclaimed to the ends of the earth,” says David Platt.

“On top of this, all of the author royalties from the book are being used to spread the gospel amidst a world of urgent spiritual and physical need. May God continue to raise up men and women who are not content to waste their lives on anything but uncompromising, unconditional abandonment to a gracious, loving Savior who invites us to take radical risk and promises us radical reward.”

A smart phone app is also available for iPhones and Androids, and contains video of David Platt speaking, podcasts from The Church at Brook Hills, excerpts, and links for more info on the book. The app is available at <http://mobileroadie.com/apps/radical>.

Radical: Taking Back your Faith from the American Dream

RELEASE: May 4, 2010 **ISBN-10:** 1-60142-221-0 **ISBN-13:** 978-1-60142-221-7
SIZE: 5-3/16 x 8 **PAGES:** 240 pages, Tradepaper **PRICE:** \$14.99 US /\$17.99 CAN

**For more information on this release, please contact the WaterBrook Multnomah
Publishing Publicity Office at 719-268-1935.**