

## FOR IMMEDIATE RELEASE

### How to eradicate extreme poverty in 25 years

*New book says the current generation can eliminate extreme poverty*

**[Wheaton, Ill.]**—In a thought-provoking new book, *Fast Living: How the Church Will End Extreme Poverty*, author Dr. Scott C. Todd challenges Christians to see how efforts of the Church and Christian relief organizations can eradicate extreme poverty within the current generation.

To lead the book's launch in the social media realm, the book's publishers, Compassion International, tapped Chicagoland's leading social media firm, C. Grant & Company.

In the weeks surrounding the book launch, the firm provided more than four million impressions to a wide range of readers by creating organic content and using paid advertisement. Readers were engaged through a variety of social media venues such as Twitter, Facebook, blogs, forums and more. The firm also wrote articles based on the principles of *Fast Living* to gain awareness for the cause, and to position the book as a resource in the worldwide fight to eliminate extreme poverty.

#### **About Compassion International**

Compassion International is the world's largest Christian child development organization that permanently releases children from poverty. Founded in 1952, Compassion successfully tackles global poverty one child at a time, serving more than 1.2 million children in 26 of the world's poorest countries. Recognizing that poverty is more than a lack of money, Compassion works through local churches to holistically address the individual physical, economic, educational and spiritual needs of children – enabling them to thrive, not just survive. Compassion has been awarded ten consecutive four-star ratings by Charity Navigator, America's largest charity evaluator. Kathy Redmond, Compassion International; [kredmond@us.ci.org](mailto:kredmond@us.ci.org)

#### **About Handlebar**

Handlebar (Wheaton, Ill.) is the publishing division of C. Grant & Company, a leading Chicago-area marketing communications firm founded by Chris Grant, former head of marketing for Zondervan. The Handlebar offices steer the future of publishing by providing consumer research, blogger review programs and content, and information for professionals on upcoming book releases and news. More information can be found at [www.handlebarpublishing.com](http://www.handlebarpublishing.com).

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