



**For Immediate Release**

October 21, 2008

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## **CONVERSANTLIFE.COM OFFERS NEW MEDIA APPROACH TO FAITH AND CULTURE**

### **NEW WEBSITE COMBINES EXPERT OPINION WITH SOCIAL MEDIA, OFFERING AN UNPRECEDENTED SITE FOR INTEGRATION AND INFORMATION**

In a time when it seems the Internet is filled with a multitude of mindless chatter, [CONVERSANTLIFE.COM](http://CONVERSANTLIFE.COM) launches as a premier content hub that allows users the ability to become a part of the bigger conversation. Filled with engaging writings from trustworthy communicators, CONVERSANTLIFE's mission is to connect millions of spiritually minded people with compelling content that stimulates thoughtful interaction. Talking points on the site include: Entertainment, Culture, Politics, Social Justice, Health, Money and Morality.

Filled with original content by over 40 of the faith-based community's most progressive and knowledgeable thinkers, CONVERSANTLIFE.COM is dedicated to creating a valuable site that informs the way a new generation interacts with the world.

The idea was created by Bruce Bickel and Stan Jantz, best selling authors of the "Christianity 101" and "God is in the Small Stuff" brands. After the research of The Barna Group (the world's leading church research firm) indicated that the two fastest growing churches in America are the home church and the cyber church, Bickel and Jantz set out to create a site that could engage both those who attend traditional church models as well as those who are leaning towards these emerging forms of community.

"The word *conversant* literally means 'knowledgeable conversation'," states Bickel. "We aren't interested in being just another social media website that enables people to merely talk with one another and exchange photos and video. We want to inform the faith and culture conversation with thoughtful and relevant blogs, videos, podcasts and books produced by our own team of 40 expert content creators. And then we want to give our users the opportunity to interact with the content and, if they choose, to create content of their own."



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“ConversantLife.com is all about providing value to users while giving them opportunities to see how their faith can influence culture,” continues Jantz. “Our goal is to produce content that influences the way spiritually-minded people interact with the world. We want to challenge the typical judgmental, intolerant, black and white characterization of Christianity that has very little appeal to today’s believer. At the same time, we want to encourage people to really know God by presenting Biblical truths in creative ways that spark conversation.”

In the few months that the site at [www.ConversantLife.com](http://www.ConversantLife.com) has been active, it has already attracted a growing audience that is young, literate, educated, and committed to serve their community and world. Not since Gutenberg invented modern printing in 1455 has there been a more dynamic shift in the way content is transferred and delivered. By using the best that new media has to offer – a robust Web 2.0 social networking platform supporting Web 3.0 credentialed content – ConversantLife.com is creating a path for the next generation of spiritually “revolutionary” communicators.

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For more information on CONVERSANTLIFE.com or for the opportunity to interview Bruce Bickel or Stan Jantz, please contact:

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