



‘Dangerous Good’ Challenges Men to Aggressively Live Out Their Faith

RANCHO SANTA MARGARITA, Calif., April XX, 2018 – [Kenny Luck](#) throws down the gauntlet to a generation of men who have become comfortable with a culturally safe Christian faith in his new book, [“Dangerous Good: The Coming Revolution of Men Who Care”](#) (July 3, 2018, NavPress, \$15.99, ISBN 978-1-63146-890-2).

“Too often men suffer from a malaise that leads them to settle for mediocrity, play it safe and blend into our broken culture,” Luck, founder of [Every Man Ministries](#), said. “But deep inside every man is the impulse to confront the evil around him, to embrace the ‘dangerous good’ that comes with being a committed follower of Christ. I want this book to awaken the sleeping giant within the community of men that will be an aggressive force for good.”

Throughout the book, Luck explains how Jesus was considered radical in his time **and the perfect model for** the dangerous good man who is not defined by his feelings, circumstances, material possessions, successes or failures. Instead, this man is defined by God and God alone. Jesus consorted with social outcasts like lepers, tax collectors and prostitutes. And He not only overturned the moneychangers’ tables in the temple, He flouted every kind of social and religious convention.

“Dangerous good behavior is Spirit-empowered behavior that is counter-intuitive to a watching world,” Luck writes in the book. “It’s show stopping: Just when they expect you to do the self-protective thing, you do a Spirit-filled thing out of love for God and people. You take the road less traveled, and the tension inside of you releases itself into faithfulness to Christ for the sake of another.”

Using examples from his personal life and the Bible, Luck provides men with the tools to be who **God has called them to be and put an end to today’s gender wars**, as seen through the relationship between Barak and Deborah in the Book of Judges. Together they led Israel to victory against the Canaanites. **Barak set an example that is still worth following today.** “Smart men honor, dignify and partner with great women to achieve far more than they ever would by themselves,” Luck writes.

“My prayer is that this book helps men to realize that we need to stop sitting on the sidelines because the fact is it’s the opposite of who we are,” Luck said. “We were called to be an active fighter in the battle between good and evil. God expects us to fight for the good of our faith, restating our identity in Christ to the world.”

For more information on “Dangerous Good,” visit <http://bit.ly/danggood>.

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Endorsements

“‘Dangerous Good’ is a must read that addresses the heart of worldwide injustices. By initiating change and exposing root issues affecting our global community, Kenny Luck is contributing to **the solution. He’s reaching the heart of men and encouraging them to grow in godly character and conduct. He’s reminding them that our identity is in Christ and Christ alone, and when we reflect Him, we live like Him—and living like Him is what will change our world.**”

Christine Caine, founder of A21 and Propel Women, and the author of seven books, including her most recent, “Unexpected: Leave Fear Behind, Move Forward in Faith, Embrace the Adventure.”

“I wish every Christian man—in particular every young man—would read and apply this book. If so, our families, churches, and relationships with nonbelievers would be transformed. Get this book, read it, and pass it off to every man you know.”

Sean McDowell, Ph.D., Biola University professor, speaker, and author

“More than a self-help book, ‘Dangerous Good’ is a biblical play-by-play map to male authenticity and freedom in Christ. Each chapter is an intelligent and compelling guide to higher-level character, personal awareness, and **a dangerously good self! Women, this is the book you’ve been waiting for! Toxic patriarchy and toxic feminism are turned on their heads. Christ’s model of mutual respect, male integrity, and biblical feminism collaborating together for family, church, and community leads the way for a dangerously good movement!**”

Annette Oltmans, founder of The MEND Project

“Kenny Luck brings to light much-needed attention to a **man’s** purpose in society. We as men must take a stand to preserve our identity in an environment that attempts to lower the bar. By giving the glory to God, Kenny shows **us the path to true integrity, friendship, and the Lord’s** direction. The Lord has given us the directions, should we choose to follow them. By speaking to us as a man of Christ speaks to another man—as Christ spoke to his disciples— Kenny brings forth the Word of God and, in doing so, brings us closer to the Lord. Thank you, Kenny, for your leadership, dedication, and love of mankind.”

Mark “Oz” Geist, U.S. Marine (retired), survivor of the Battle of Benghazi, as told in “13 Hours: The Secret Soldiers of Benghazi”

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Endorsements, Continued

“What I love about Kenny is that he writes in a way that gets to the heart of men. In ‘Dangerous Good’, he rips to the core of healthy masculinity and expresses what all men want to be true of ourselves while inviting us to use our strength for maximum impact. ‘Dangerous Good’ is flammable, and the world wants this movement to catch fire because of the blessings it will bring to women, children, and families.”

Doug Fields, author and executive director, HomeWord, Azusa Pacific University

“‘Dangerous Good’ is a wake-up call to all men. In this book, Kenny Luck challenges men to put down the remote control and wade into the problems in our society. Most of these problems began when good men failed to live up to the noble purpose for which God created them.”

Jeff Struecker, author of “Bullet Proof Faith,” Army Ranger, Survivor Battle of Mogadishu as portrayed in “Black Hawk Down”

“In ‘Dangerous Good,’ Kenny Luck activates the hearts of men by awakening the deepest desires within them. Luck shows how easily our identities get hijacked by impostors and guides us to the dangerous-yet-good identity God desires us to find. If you want to grow in bravery or vulnerability, ‘Dangerous Good’ will be a valuable resource on your journey.”

Jay Stringer, author of “Unwanted”

“As our world grapples with what it means to be a man amidst our crumbling moral culture, Kenny Luck directs us back to the only rock-solid example— Jesus Christ. In ‘Dangerous Good: The Coming Revolution of Men Who Care,’ Kenny explores the Bible thoroughly and thoughtfully, providing a field guide for how men can not only heal the wounds of past generations but also lead with the clarity, conviction, and compassion of Christ.”

Chris Hodges, senior pastor at Church of the Highlands and author of “Fresh Air” and “The Daniel Dilemma”

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Every Man Ministries

After serving in men's ministry for a number of years, Kenny Luck observed a major problem: **Conferences, retreats and other gatherings were inspirational, but they didn't translate into more spiritually mature men serving in the local church.** He founded Every Man Ministries in 2000 to **revolutionize men's ministry, free men spiritually and ignite spiritual health worldwide.**

The mission of Every Man Ministries is to lead a church-based **"movement of God's men who are empowered to lead others on a meaningful journey into personal character and leadership, ultimately having a positive impact on generations of women, children and families."**

The organization accomplishes this through a number of practical resources on a wide variety of subjects, including pornography, lust, marriage, leadership, temptation, sex, relationship, fantasy, faith, family and fatherhood. These include:

- Events, such as Ignite and Father Factor conferences, featuring Luck as well as prominent pastors and Christian leaders including Steve Arterburn, Rick Warren, Steven Furtick and Craig Groeschel;
- A website with a wealth of materials including videos, blogs and podcasts as well as access to curriculum for the men to use in weekly meetings at their local church;
- Books, including **Luck's blueprint for church-based men's ministry, "Sleeping Giant: No Movement of God without Men of God," and his forthcoming title, "Dangerous Good," releasing July 3 from NavPress; and**
- "The Every Man Show" on KKLA radio in Los Angeles.

Many prominent churches use Every Man Ministries' resources, including Saddleback Church in Southern California, Gateway Church in the Dallas area and Brooklyn Tabernacle in New York.

Every Man Ministries' goal is to help men have healthier marriages, be stronger fathers and have better leadership qualities.

For more information visit everymanministries.com.

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Kenny Luck

Kenny Luck is the founder and president of Every Man Ministries, which helps churches **develop healthy men's ministries with the goal of protecting women and children** and ending social problems such as fatherlessness and child abuse.

He is also the leadership pastor at Crossline Church in Laguna Hills, California. Prior to this, Luck served as **the men's pastor** under Dr. Rick Warren at Saddleback Church in Lake Forest, California from 1997 to 2014 and is a **recognized expert on men's issues**.

Luck is the author or co-author of 21 books, including **"Every Man," "Every Young Man,"** and **"Sleeping Giant: No Movement of God without Men of God."** He also authored the Every Man series of Bible studies and the **"Sleeping Giant" program** of videos, Bible studies and meetings, **of which Saddleback's Warren praised,** saying it "gives you a local church blueprint for moving men from being an audience sitting in a seat to becoming an army marching on the field in your congregation."



Luck's newest book, **"Dangerous Good,"** releases from NavPress on July 3.

Luck has contributed to many publications and websites, including **The Christian Post, Charisma, Christian Mingle, Rick Warren's Ministry Toolbox, New Man and Men of Integrity** and frequently speaks at conferences organized by Every Man Ministries. He also hosts the **"Every Man Show"** on KKLA radio in Los Angeles and regularly blogs at everymanministries.com.

He earned a bachelor's degree from UCLA and has served with **Campus Crusade for Christ** and the Josh McDowell Ministry. He was previously the CEO of New Life Clinics West.

Luck and his wife have three children. For more information visit everymanministries.com.

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**Every Man
Ministries**

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Dangerous Good by Kenny Luck

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SYNOPSIS: For far too long, men have sat on the sidelines of society, but in the wake of the #MeToo movement and ever increasing violence, there has been a cultural shift that is calling men to be who they were designed to be. The problem is, men have been on the **sidelines for so long, they don't know how to be the good men the world desires.** Pastor Kenny Luck is starting a revolution of men who care in his new book, “Dangerous Good.”

In the book, Luck uses examples from his own life, growing up with an absent father and experience **as a men's pastor to get to the core of the issues seen on the news today, men's hearts.** By wakening men to what is at stake, Luck aims to help the next generation of believers get on the path of discipleship and be faithful men like Jesus. “Dangerous Good” is the start of a global movement of men learning to live out their truest identity and in turn becoming better disciples, husbands and fathers.

The world is calling for a revolution of masculinity **and it's up to God's men** to answer the call by breaking through the ashes of cultural confusion and leading the way for true progress and change.

ABOUT THE AUTHOR: Kenny Luck founded Every Man Ministries in 2000 to revolutionize men's ministry, free men spiritually and ignite spiritual health worldwide. He is currently the leadership pastor at Crossline Church in Laguna Hills, California. Prior to serving at Crossline, he was the men's pastor at Saddleback Church in Lake Forest, California from 1997 to 2014.

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