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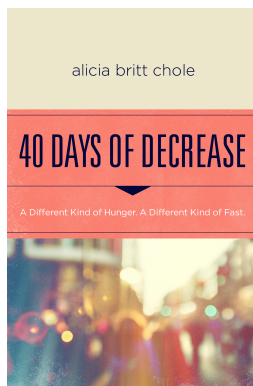
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*“We ache deep within to meaningfully honor Christ’s resurrection. Yet Easter is often a celebration of public holiday more than it is of humanity’s hope.” – Alicia Britt Chole*

## Focus on Decrease During Lenten Journey to Unclutter Faith and Inspire Awe of Christ’s Resurrection



(Nashville, Tenn.) – As the Lenten season leading into Easter approaches, many Christians will be asked, “What are you giving up for Lent?” Many will answer with the same response they give year after year: chocolate, coffee, social media.

But author Alicia Britt Chole asks, “What might be the fruit of fasting stinginess? What would happen if our churches fasted spectatorship? What might occur if our families fasted accumulation?”

In *40 Days of Decrease: A Different Kind of Hunger. A Different Kind of Fast* (W Publishing Group, January 2016, ISBN 9780718076603), Alicia guides readers through a Lenten journey aimed at more fully understanding Jesus’ call to abandon the world’s illusions and embrace the power of decrease.

After all, as Alicia explains, “Faith, in general, is less about the sacrifice of stuff and more about the surrender of our souls. Lent, in kind, is less about well-mannered denials and more about thinning our lives in order to thicken our communion with God.”

*40 Days of Decrease* is designed to prepare people for Easter, but it can also be experienced year-round. Each day of this book features a devotional based upon Jesus’ life, guidance for reflection, suggested daily fasts, an inspiring quote for meditation, and an optional Scripture reading with journaling space.

“May this season of preparation provide us the opportunity to pause and be grateful for reductions,” says Alicia. “Ultimately, we are grateful for the Grand Reduction, when Jesus came from heaven to earth and from earth to the cross. Throughout our collective *40 Days of Decrease*, let us reset assured that when Father God calls us to fast increase, decrease will purify our souls.”

Whether in person or in print, **Dr. Alicia Britt Chole's** voice carries an invitation to walk with God anew. A former atheist, her love for God and His Word overflows to bring ancient truth to life. Alicia is an international speaker, an author of a dozen books and bible studies, a seasoned mentor, and the founding director of Leadership Investment Intensives, Inc., a non-profit devoted to providing personal soul-care to leaders in the marketplace and church. Her book, *Anonymous: Jesus' Hidden Years and Yours*, is highly regarded by leaders and learners around the globe. Alicia and her husband of 25 years joyfully parent their three extraordinary children in a country home off of a dirt road surrounded by loads of laundry, laughter, and love.

### **ALICIA BRITT CHOLE IS AVAILABLE FOR INTERVIEWS**

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