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InterVarsity Press Launches National Marketing Campaign for New Book Line to Reach 18- to 32-Year-Olds

Downers Grove, IL—Likewise, a new book line from IVP Books that targets 18- to 32-year-olds, is leading InterVarsity Press's imprint strategy this fall with a national marketing campaign. Likewise books, written mostly by and for twenty- and thirtysomethings, empower today's generation to develop an active faith lived out in real time.

The national campaign kicks off as InterVarsity Press introduces Likewise at several twentysomething and youth pastor conferences, such as Catalyst, the Urbana 06 Student Missions Convention and National Youth Workers Conventions. Mark Oestreicher, president of Youth Specialties, says,

I'm so intrigued by the Likewise line of books! In a day when so many younger Christians are actively looking for ways to live out their faith in the real world, this line couldn't come at a better time.

In addition to a national print and online marketing campaign, InterVarsity Press has printed 30,000 Likewise book samplers, featuring five new Likewise books, to give away at various conferences. A download of the sampler will be available at Likewisebooks.com.

The Likewise website will officially launch in late September. Andrew Bronson, special sales and marketing manager of InterVarsity Press, says,

Over the next few months, IVP plans to add to the website many interactive elements, such as blogs, podcasts and an e-newsletter. We hope these tools will help foster a supportive online community for Likewise readers.

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In June, InterVarsity Press gathered together potential Likewise readers and authors from around the country for a three-day discussion of the beliefs and lifestyles of a Likewise audience. Margaret Feinberg and Don Everts, both authors of numerous successful books, guided the conversation about what kinds of books would support the spiritual growth and discipleship of twenty- and thirtysomethings. Several attendees commented that Likewise was unique in the publishing industry for its openness to their influence. Feinberg characterized the line as “not just a line of books; it’s an effort to reach and raise up the next generation of followers of Jesus.”

Some of the distinctives of Likewise books are that they avoid formulas and agree that living a faithful life is complicated. Likewisebooks.com explains:

Likewise books explore a compassionate, active faith lived out in real time. When you’re skeptical about the status quo, Likewise books challenge you to create culture responsibly. When you’re confused about who you are and what you’re supposed to be doing, Likewise books help you listen for God’s voice. When you’re discouraged by the troubled world you’ve inherited, Likewise books encourage you to hold onto hope.

Two new Likewise books launching this fall center on practical ways to carry out one’s faith in the culture. The books are *Encounter God in the City: Onramps to Personal and Community Transformation* by Randy White and *The New Friars: The Emerging Movement Serving the World’s Poor* by Scott A. Bessenecker.

A variety of Likewise books will also launch this winter, including four featured in the Likewise sampler: *Flirting with Monasticism* by Karen E. Sloan, *Practical Justice* by Kevin Blue, *Blessed Are the Uncool* by Paul Grant and *Sacred Travels* by Christian George.

Founded in 1947 as an extension of InterVarsity Christian Fellowship/USA, InterVarsity Press serves those in the university, the church and the world by publishing thoughtful Christian books that equip and encourage people to follow Jesus as Savior and Lord in all of life.

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