

the Illumination

P R O J E C T

NEWS RELEASE

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Candid Father-Daughter Conversation On Life's Big Questions Inspires Generations To Come Together In A Quest For Wisdom And Hope In Relationships

PORTLAND, Oregon – The Illumination Project (TIP) is a DVD series that captures a conversation between father and daughter covering a myriad of topics that range from deeply meaningful to slightly uncomfortable. The dynamic between Joy Eggerichs and her father, Emerson Eggerichs (author of international bestselling marriage book *Love and Respect*), is rich in its palpable authenticity and humor.

“In many instances, my generation is stuck,” said Joy. “We face common questions and hopelessness when it comes to faith and the church; marriage, singleness and dating; gender differences; life’s pain and the anger and confusion it can produce.”

TIP offers a one-two-punch solution:

1. It forces the questions and models a process for working through them so that participants can move toward illumination, wisdom and answers.
2. It offers a platform for young and older people to come together in a nonthreatening way so that they can learn from each other, and even consider pursuing a mentor-mentee relationship.

We want to mix up the status quo and bring together young and older, single and married, men and women. Not kidding.

“My generation longs for mentors, and people in my parents’ generation don’t always feel capable of initiating that type of relationship,” said Joy. “My dream is that The Illumination

Project would take away the guesswork so that people from all ages and stages of life can come together, press play, and have natural conversation flow from there.”

TIP is a six-week study that delves into universal matters of the soul. Joy’s conversation with her father doesn’t produce formulaic answers to life’s big questions but instead produces an example of the process of seeking wisdom. Both Joy and Emerson are touchingly candid in sharing about their own quests for illumination, as well as the stumbling and pain they’ve experienced along the way. Ultimately, participants are left with a sense of hope and inspiration to seek wisdom themselves.

The Illumination Project is now available at loveandrespect.com. It includes a six-session DVD set, six journals, and an array of items that will make you laugh, maybe eat a meal together and inspire a group of shared illumination moments that lead to relationships that likely last beyond six weeks.

TIP will force you to consider the big questions about life, God and relationships.

For more details, visit loveandrespectnow.com/theilluminationproject



BIOGRAPHIES



Joy Eggerichs (pronounced EGG-er-RICH)

Joy Eggerichs is the director of Love and Respect Now, serving her generation of 18- to 35-year-olds with practical relationship insights she has learned from her parents, Dr. Emerson and Sarah Eggerichs, founders of Love and Respect Ministries. Through writing and speaking, Joy is bridging the gap between generations and helping her peers think about relationships now, as opposed to 20 years into marriage.



Joy has released The Illumination Project, a six-week DVD series filmed in front of a live audience of her peers. TIP serves as a unique mentoring tool for those who desire to share and seek wisdom in the areas of faith, life and relationships.



Joy is a graduate of Westmont College and currently resides in Portland, Oregon, surrounded by many young people who share her love of coffee, biking and minimal hair washings.

BIOGRAPHIES



Emerson Eggerichs (pronounced EGG-er-RICH)

Dr. Emerson Eggerichs is an internationally known public speaker on the topic of male-female relationships and family dynamics. Through more than three decades of counseling as well as scientific and biblical research, Dr. Eggerichs developed the Love and Respect Conference, which he presents to live audiences. This dynamic and life-changing conference is resulting in the healing and restoration of countless relationships around the world.

Dr. Eggerichs has authored several books, including *Love and Respect*, which has sold more than 1.6 million copies, and, most recently, *Love and Respect in the Family*.

Emerson and his wife, Sarah, have been married since 1973 and have three adult children. He is the founder and president of Love and Respect Ministries.



FACT SHEET/FAQ'S

What is it? What topics are covered?

The Illumination Project (TIP) is a six-week study by Joy Eggerichs and her father, Emerson Eggerichs (author of international bestselling marriage book *Love and Respect*). The series captures a conversation between them in front of a live audience as they tackle topics including the following:

- Love and respect as they relate to the generation of 18- to 35-year-olds
- Marriage, dating, and singleness
- Male-female relationships
- Faith and beliefs about God
- Life's wounds
- A Q&A session
- And much more...

TIP is based on both biblical and scientific principles, and also includes personal stories and reflection from Joy, Emerson and many Portland-based artists, writers and musicians.

TIP will leave people understanding men, women, family members, themselves and hopefully God; much better.

A tool for people in different stages of life to come together and learn from each other.

Is TIP a live conference with Joy Eggerichs and her father, Emerson?

No. While both Joy and Emerson do schedule speaking engagements and conferences, TIP is neither. It is, however, a recording of a live event that participants are able to view on DVD, and download.

What is covered in each of the six sessions?

1. Emerson and the Birth of the Crazy Cycle

Emerson shares his story of growing up in an unstable home and why it was

a catalyst to his wanting to understand men, women, marriage and male and female communication. He also gives an overview of some of the main Love and Respect principles.

2. Joy and the Birth of Love and Respect Now

Joy shares her story of a broken relationship that left her wondering whether God was good, whether she had hope for marriage and relationships and how the experience eventually led to the work she is doing now.

TIP will make you laugh, might make you cry, and could build the foundation for lasting relationships—on numerous levels.

3. What's the Difference?

Joy asks if male and female differences are really relevant anymore. Emerson and Joy discuss what differences they believe are vital to understand about others and ourselves.

4. Yeah, But What About . . .

Joy pushes back on some of her dad's topics in his book that at first glance didn't make sense to her or many of her peers.

5. Why Marriage?

This session delves into the purpose of marriage, how to approach being married and how to deal with a desire for marriage and no prospects.

6. Q&A

Joy and Emerson field questions from the audience after a long night of filming, thus the element of delirium. This final session sets the stage for small groups to facilitate a Q&A time of their own.

Who is it for?

The Illumination Project is ideal for a small group composed of people in diverse stages of life: single, dating, engaged, married or divorced. While the study is designed for 18- to 35-year-olds, it is best when viewed with an older person or a couple who is interested in stepping into a mentorship role with millennials.

[We] wondered if we'd be able to stimulate discussion afterwards. Ha! [After the video] the group couldn't wait to comment!!

TOM & TERRI

TESTIMONIAL

The Illumination Project by Joy Eggerichs is not only timely and desperately needed, but it is also biblical. The idea that the generation before can mentor and disciple the generation following is so rich and exciting. This is going to impact a huge number of lives. Great Stuff! Great Work!

DAVE RAMSEY
New York Times Best-Selling
Author and Nationally Syndicated
Radio Host

Still, TIP can be done in a large church setting, independently or as a couple or homogenous group.

Will this study resonate with people who don't believe in the Bible?

Yes! The truths in this study will resonate with people regardless of their spiritual beliefs, or lack thereof. It is meant to create a safe, welcoming environment for people so that they can have a discussion about God and relationships—two things that seem to matter most to everyone, even as beliefs on those topics will vary.

Can TIP work for a large-scale church group?

Yes! Please contact us and we'll help create a package that works for your group.

Why "The Illumination Project"?

TIP is about pressing into questions and seeking wisdom, resulting in "lightbulb" or illumination moments. Beyond encouraging participants to have illuminating moments from the material, the study creates a platform for them to receive the benefits that come from spending meaningful time with others of different life stages and ages.

What makes this study unique?

This series showcases the unique dynamic between Emerson and Joy: father and daughter, male and female, married and single, having a candid, often lively conversation about life, love and respect.

In addition to Joy and Emerson's unique dynamic, The Illumination Project is intended to bridge the gap between groups that are typically segregated by age or marital status; it creates a comfortable platform for young and older, single and married to come together and learn from each other.

How is TIP different from the original *Love and Respect* DVD series?

Unlike the *Love and Respect* DVD series, which focuses heavily on applying the *Love and Respect* principles in a marriage, The Illumination Project is aimed at a broader audience: single, dating, married, divorced, young, older and in between. It is simply the start of a conversation between two generations about faith, marriage, male-female relationships and the like. The main *Love and Respect* principles are the foundation of this series, but not the entire framework.

What is included?

The Illumination Project Experience Kit includes the following:

- Six-session DVD set
- Six journals (approximately 105 pages each)
- Six sets of colored pencils
- Six coasters
- One Gold Star Czar button
- Gold Star stickers
- One book of matches
- Footage of Portland-based artists and musicians
- Approximately 30 minutes of video per week, plus instructions for discussion and a variety of suggestions for personal reflection

How much?

The Illumination Project Experience Kit

- \$125

Extra supplies

- One journal (approximately 105 pages) plus one set of colored pencils: \$15
- 10 journals plus 10 sets of colored pencils: \$99 (\$150 value)

Already having authored the best relationship material available, Emerson and Joy are shedding new light and deeper understanding about the *Love and Respect* thought process that will change your life. Under the banner of The Illumination Project, this father/daughter team are now combining their brilliant observations with a unique style of 'wisdom meets passion' to bring our society some of the answers for which many of us have waited our whole lives.

ANDY ANDREWS
New York Times Best-Selling
Author of *The Traveler's Gift* and *The Noticer Returns*

The Illumination Project is literally going to help so many people. I love seeing those in our generation step up to communicate these timeless truths in ways our friends would appreciate. So thank you.

GABE LYONS
Founder of Q and Author of
The Next Christians

What is the benefit of the box set?

The box set gives you more for your dollar, including journals, colored pencils, buttons, gold stars, coasters, DVDs, and a book of matches.

Why should I use the journal?

The journal is a key aspect to TIP and will encourage participants to go much deeper, through questions, introspection, art and more.

Where can I purchase TIP?

The Love and Respect online store:
loveandrespect.com/store

What if we have more than six people in our group?

You can purchase extra sets of journals and colored pencils individually or in packs of 10.

Where can I find more information?

loveandrespectnow.com/theilluminationproject

ENDORSEMENTS

“They are humble teachers who teach from their mistakes and their trials with this message. I felt like it was really practical, kind of like they were coming alongside us. It felt real.”

SHANNON WHITE, Unmarried, 30s

“The Illumination Project by Joy Eggerichs is not only timely and desperately needed, but it is also biblical. The idea that the generation before can mentor and disciple the generation following is so rich and exciting. This is going to impact a huge number of lives. Great Stuff! Great Work!”

DAVE RAMSEY, *New York Times* Best-Selling Author and
Nationally Syndicated Radio Host

“Our home group is predominantly married with teens, but there are some divorced and singles and retired. What we liked about TIP is that it wasn't the usual fill-in-the-blank video presentation.”

KEN AND JENNIFER DENEALT

“The Illumination Project is literally going to help so many people. I love seeing those in our generation step up to communicate these timeless truths in ways our friends would appreciate. So thank you.”

GABE LYONS, Founder of Q and Author of *The Next Christians*

“One thing that I just love about The Illumination Project, what makes it unique, is that you have these two different generations being represented in Emerson and Joy. With Emerson, you have his wisdom and years of writing on this stuff and traveling and counseling couples through marriage, and so you have his passion and his truth. But on the other hand, you have Joy representing the younger crowd, and she makes it relevant and brings her passion and charisma, and the real-life context that we young people are up against. And that synergetic relationship working together is really a phenomenal dynamic to

watch. Not to mention: People want to talk about this. They want to talk about love and romance and dating and marriage.”

IAN NELSON, Pastor at Solid Rock Church in Portland, OR

“Already having authored the best relationship material available, Emerson and Joy are shedding new light and deeper understanding about the Love and Respect thought process that will change your life. Under the banner of The Illumination Project, this father/daughter team are now combining their brilliant observations with a unique style of ‘wisdom meets passion’ to bring our society some of the answers for which many of us have waited our whole lives.”

ANDY ANDREWS, *New York Times* Best-Selling Author of *The Traveler's Gift* and *The Noticer Returns*

“My small group of twentysomething women just finished week three of TIP last night, and I am LOVING it! The content is obviously great (way to relate to and entertain a group of easily jaded/skeptical/seen-it-all/overwhelmed twentysomethings!), the concepts are something we’re all wrestling through together, but the very best part is Joy’s encouragement to be multigenerational. We have about six older women who’ve rotated through our weekly gatherings, and that element is making this one of the BEST things I’ve ever been a part of! It’s really amazing. Having these women—from a woman who’s been married more than 50 years to a fiftysomething never-been-married woman to thirty- and fortysomething women with kids—listen, share their hearts and experiences, share their own illuminations and wrestle with the concepts and God’s truth alongside my girls is SO DARN AMAZING. For one, it takes pressure off me as the leader to ‘have all the answers’ (I’m 29 and have been married for six years... I barely know what I’m doing myself!). And the fact that these women from different places in life are getting to know one other, open up to each other, ugh.... there. just. aren’t. words.”

LEIGH BAY in Maryland

“The Illumination Project does a wonderful job making it clear that relationships are worth it, there is a way for them to work, and they don’t have to fail if both people know how to avoid pitfalls like the crazy cycle. And it was especially

great knowing that it was all backed up by Biblical principles. There is a way that God intended for relationships to work, and it's not even all that difficult to understand! It was incredibly encouraging, even for a single guy like me."

KYLE FRISCH, Unmarried, 20s

"Starting this small group has allowed us to examine what our own church has on these subjects and, surprisingly enough, this message has been in our literature for decades. But [TIP] brought it into a modern, practical light."

DENNIS AND JAYLENE OSENA

"The Illumination Project is undeniably going to help our generation understand relationships. Joy is hilarious and has such great insight into the Love and Respect message. I am proud to call her a friend!"

RACHEL CRUZE, Speaker and Author of *Smart Money, Smart Kids*

"I think one of the best things about The Illumination Project, and getting the information out in an easy way for our generation to digest, is the value of that conversation coming to us in a way that we're used to."

BEN BOHANNAN, Married, 20s

"For one, as an artist, I really appreciate the thoughtfulness put into the design elements of The Illumination Project. Often design is left behind in the pragmatic work of content makers... leaving the program feeling irrelevantly dated in its communication. We are a visually driven culture, and design plays a vital role in the relaying of ideas and meaning. The Illumination Project not only brings us into content that we so desperately need to digest, but it gives it to us with a visual 'spoonful of sugar to help the medicine go down.' Bravo."

SCOTT ERICKSON, Visual Artist and Storyteller

"My group and I are loving this study and have had some amazing discussions because of it. Many of them are still wrestling with [the issue of unconditional love, grace and forgiveness], and I'm so excited to see some of the thoughts and lightbulb moments that are emerging because of it."

MEGAN HOPPER

“Joy and her father are actually funny. That’s rare, and it makes what they say genuinely entertaining. I loudly applaud their insightful, personal, and humorous approach to the subject of singleness, dating and marriage for the next generation. There simply isn’t another study that artfully combines research, scripture, personal stories, and music -- not to mention a few wacky videos that could ruin Dr. Eggerichs’ credibility. Having a teenage daughter of my own, I am hugely grateful Joy created this project and believe it will help the next generation talk about marriage and it’s purpose right now, instead of with a divorce lawyer 20 years from now.”

ERIC METAXAS, Speaker and
New York Times Best-Selling Author of *Bonhoeffer*

“Our home group is predominantly married with teens, but there are some divorced and singles and retired. What we liked about TIP is that it wasn’t the usual fill-in-the-blank video presentation.”

KEN AND JENNIFER DENEALT

“The Illumination Project shines a warm light on the conversations that all of us should be having. The unique content offering and engagement style makes this a must have, must do resource. Get started now!”

KEN COLEMAN, Author of
One Question: Life Changing Answers From Today’s Leading Voices

“I just appreciate so much Joy’s heart and her father’s heart and their ability to communicate generationally—even cover that generational gap—and draw together themes that are timeless but need to be communicated in a way that is going to speak to an audience that is already cynical, already skeptical.”

JOSH WHITE, Musician and Pastor at Door of Hope in Portland, OR

“When it comes to dating and friendship, my Christian peers and I need all the wisdom we can get. Joy’s heart is to lead and encourage our generation, and I trust The Illumination Project will do just that.

KATELYN BEATY, Managing Editor at *Christianity Today*

“I dare you to find a small group study with a more beautiful, unexpected design (or stickers. Adults never get stickers anymore.) But it’s more than just a pretty face...I love that it was written with a diverse group in mind --both men and women, married and unmarried. It stirs up important conversations that we wouldn’t be having with each other, otherwise.”

LYNDSAY RUSH, Copywriter, 30’s

“I hope it opened up eyes to the way that authority can truly speak into your life as a younger person and how to receive what that generation has to give us. Not only that, but the example of seeing a daughter listening to her father is beautiful. A lot of people have father issues or mother issues, but there are a lot of mentors or older people in the church who are looking to pour in, and I think the younger generation just needs to allow them. And not only allow them, but maybe encourage them when the older generation is shy or doesn’t think that they can.”

PAUL RAMEY, Musician and Pastor at Imago Dei in Portland, OR

“We have seven participants aged 23 to 29. I would characterize the group as each a believer, but their levels of spiritual maturity and personal relationship with Jesus vary considerably. It was clear that our test group was ‘willing’ but more than a little bit apprehensive. This was new territory for them. We wondered if we’d be able to stimulate discussion afterward. Ha! The group couldn’t wait to comment! We’ll have more to share as the weeks move on, but suffice it to say, we might be ‘on to something’ here.”

TOM AND TERRI VICAREL in Westlake, Ohio

AWARDS AND ACCOLADES

Winner of the American Package Design Award 2014,

Graphic Design USA (www.gdusa.com/)

Featured on **The Dieline**, the most visited website on package design in the world, February 2014 (www.thedieline.com/blog/2014/2/6/illumination-project)

About the Designer

Russell Shaw is a multidisciplinary designer and illustrator living in Atlanta. He seeks to apply a modern twist on old methods in graphic design - exploring the space between digital and analog and obsessing over every pixel and pica along the way.

[@RussRS](#)

CONTACT

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