

FROM THE CREATORS OF FACING THE GIANTS

FIREPROOF



THE BUSINESS OF MARRIAGE

If one of your employees' homes burned down, you'd immediately support them in every way possible. Thankfully, you might never have to deal with this situation.

Unfortunately, your employees' emotional homes are burning down on a regular basis. Divorce statistics in this country are alarming. And companies are paying the toll. A study shows American businesses lose an estimated **\$6 billion annually** due to decreased employee productivity stemming from marriage and relationship difficulties.

What can you do to make a difference?

Go to the Movies!

FIREPROOF, an action-packed love story from the creators of **Facing the Giants**, arrives in theatres this September. This heartfelt movie tells the story of a couple on the brink of divorce ... until they discover God's design for their relationship. Rallying your business around opening weekend for **FIREPROOF** this September will serve your employees well.

Make the Most of This High-Impact Film:

- Visit the **FIREPROOF Action Center** for help to purchase a show time for a special date night for your employees on opening weekend
- Start a **FIREPROOF Action Squad** by purchasing an entire theater for the opening weekend of **FIREPROOF**. Provide tickets to customers and clients.
- Encourage other business leaders you know to have their own **FIREPROOF Action Squads**
- Utilize the Business resources at www.FireproofmyMarriage.com

After the Movie

Once your employees have seen **FIREPROOF**, you can serve them by:

- Encouraging attendance at a marriage conference
- Evaluating their relational needs
- Encouraging use of (or implementing new) HR programs for relationship training
- Encouraging them to access the Couples resources at www.FireproofmyMarriage.com

Learn More About the Business of Marriage

Strong marriages are the foundation of our society. And it's good business to help your employees keep their relationships strong. The Marriage CoMission has published a study called "Marriage and Family Wellness: Corporate America's Business?" Be sure to view the Executive Summary and *Marriage & Family Wellness: Corporate America's Business?* Full Report.

To order **FIREPROOF** promotional materials, access web tools, or download business-specific resources, be sure to visit www.FireproofmyMarriage.com/businesses.



Association of Marriage
& Family Ministries
www.amfmonline.com

Official Movie Site:
www.FireprooftheMovie.com

Resource Site:
www.FireproofmyMarriage.com



www.marriagecomission.com