

FOR IMMEDIATE RELEASE

21 January 2014

**Award-winning Lent generosity campaign launching for fourth consecutive year in Spring 2014.**

Say thank you, create a generosity toolbox, share a skill and always talk to strangers. These are just a few of the forty acts of generosity which will feature in 40acts, a generosity campaign which will launch on March 5<sup>th</sup> 2014.

Now in its fourth consecutive year, 40acts is the triple award-winning challenge from Christian charity Stewardship that invites people to do Lent differently. Instead of giving something up, 40acts challenges participants to give something 'out'. Over 13600 people have already signed up to take part in 40acts 2014.

During the forty days of Lent, participants will be invited to take part in forty simple acts of generosity which will challenge them to 'do Lent generously' in 2014.

"40acts began as a simple idea that asked, 'What if Lent could be about more than simply giving up chocolate? What if it was a preparation for a lifetime of big-heartedness?'" says Debbie Wright, head of content at Stewardship.

"Lent marks a pivotal point in the history of the church, when Jesus prepared to give himself up as a sacrifice for all mankind. Traditionally we mark Lent by giving something up, but for the past three years we've seen people awaken to a new idea: that we can reflect something of God's incredible generosity on the cross by creating a daily habit of generosity throughout Lent."

She continues; "Small acts of generosity, performed by thousands of Christians across the UK, have the power to make a big change to our communities, to our churches and ultimately, to our world."

Individual participants can sign up to 40acts via [40acts.org.uk](http://40acts.org.uk) and will receive daily 40acts challenges via email from 5 March to 19 April 2014. Challenges will also be posted on the 40acts website, and social media sites on a daily basis.

**New for 2014** is the introduction of 40acts Together, which helps groups to collectively take part in 40acts.

Families, churches, small groups, workplace groups, schools and youth groups will be able to access free online and printable resources to guide them through 40acts as a community, helping them to plan a generous event over Easter weekend.

"Stewardship is pleased to partner with other Christian organisations and charities to create 40acts Together," says Debbie. "There will be downloadable studies, prayer guides, event planners, kids wall charts and much more to help different kinds of groups do Lent generously alongside the individual 40acts challenge."

Group leaders can sign up for the resources in the 40acts Together section of [www.40acts.org.uk](http://www.40acts.org.uk), and will be emailed instructions on how to download them on 10 February 2014. Leaders will also receive a weekly email throughout Lent to help them stay on track.

40acts challenges will be aided by forty biblical reflections from 40 highly regarded contributors.

Those contributing to this year's 40acts campaign include: Shaun King (HopeMob), Rob Parsons (Care for the Family), Krish Kandiah (Evangelical Alliance), Luke Smith (Fusion UK), Dot Tyler (Tearfund), Jonty Langley (Huffington Post), Caleb Meakins (My 40 Days), Sam Gibb (Sorted Magazine), Charlie Blythe (A21 Campaign, Hillsong) and many more.

Visit [www.40acts.org.uk](http://www.40acts.org.uk) for more information about the campaign and to get involved.

## ENDS

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## Notes to Editors

### *About 40acts:*

- 40acts can be found at [www.40acts.org.uk](http://www.40acts.org.uk)
- Participants can sign up to receive the daily 40acts emails and are invited to join the 40acts social media community on Facebook ([www.facebook.com/40acts](http://www.facebook.com/40acts)), Twitter ([www.twitter.com/40acts](http://www.twitter.com/40acts)), Instagram (search 40acts) and Pinterest ([www.pinterest.com/stewardshipuk/40acts](http://www.pinterest.com/stewardshipuk/40acts))
- The web/design team responsible for delivering [www.40acts.org.uk](http://www.40acts.org.uk) are Studio Bonito.
- 40acts was first launched in 2011 and has run, throughout the period of Lent, for four consecutive years.

### *About Stewardship:*

We help people give. Since 1906 Stewardship has provided advice, guidance, inspiration and practical tools to make it easy for people to give easily and tax effectively. Stewardship giving accounts are currently used by over 25,000 people in the UK with more than £53 million distributed to charitable causes from Stewardship accounts every year. Over 19,000 registered churches, secular and Christian charities and full-time Christian workers are currently supported with Stewardship.

For more information visit [www.stewardship.org.uk](http://www.stewardship.org.uk) or find us at [www.facebook.com/stewardship](http://www.facebook.com/stewardship) or [www.twitter.com/stewardshipnews](http://www.twitter.com/stewardshipnews).