

**For Immediate Release**

## **RAVE MINISTRIES LAUNCHES AprilRAVES CAMPAIGN OF ENCOURAGEMENT**

**Nashville, Tenn.- March 3, 2014-** RAVE Ministries, a ministry for teenage girls, has issued a campaign to encourage. During the month of April, RAVE is launching AprilRAVES, a 30-day challenge to commit to giving a hand-written note of encouragement to others daily.

RAVE Ministries knows how to turn society's definition of beauty on its head. Last November, the ministry rallied to get thousands of girls to participate in an effort called No Makeup November, a month of giving up makeup to help women find their true beauty. After the success of that effort, the team of women behind RAVE knew they had to use the momentum to do something greater.

"This campaign is a follow-up to No Makeup November," says Becca Daniel, founder of RAVE Ministries. "It is 30 days of doing *something* rather than fasting *from* something. Campaigns work. They build community and make a voice for RAVE. It is easy through social media to get down or stressed or depressed, but we also realized that social media is a great way to rally girls and give them a voice and community to belong to."

AprilRAVES is a 30-day proactive campaign in encouragement. Girls (and women) take a pledge to commit to writing hand-written encouragement notes to others for 30 days. The effort is intended to focus on sowing seeds not knowing what it will bring.

Little did Thomas Tusser know in 1557 that his little rhyme "Sweet April showers do spring May flowers" would spark a lovely lesson in patience. But RAVE's April encouragement intends to plant seeds to bring confidence.

"In the Bible, Isaiah 55 talks about sowing seeds. You never know the powerful positive influence you have on others just like when it rains you never know what beautiful flower will pop up," Daniel says.

"The word RAVE means to go on and on about something you believe in," Daniel adds. "We want to RAVE about others to encourage them to live a life worth raving about. This campaign goes hand in hand with our vision as a ministry but also will help build community and get girls ready to do No Makeup November this November."

RAVE is a ministry created for girls by girls. They deliver their message with hands-on curriculum presented in a fun, interactive way. RAVE desires to create a community of girls through media, apparel, conferences, retreats, and more.

Follow RAVE on social media ([Facebook](#), [Twitter](#), and [Instagram](#)) for campaign updates.

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