

FOR SEPTEMBER RELEASE

Date: July 24, 2012
 Contact: Pamela McClure
 MMPR
 Telephone: 615.595.8321
 Email: pamela@mmpublicrelations.com



P.O. Box 141000
 NASHVILLE, TN 37214
 tel 615.889.9000 or 800.251.4000
 web www.thomasnelson.com

**AUTHOR OF *EVERY WOMAN’S BATTLE* RESPONDS
 TO *FIFTY SHADES OF GREY*
THE FANTASY FALLACY EXPLORES DEEPER MEANING
 OF SEXUAL THOUGHTS**

NASHVILLE, TENN – The content of *Fifty Shades of Grey* turns most Christians fifty shades of red. As a result, the media hype and recent record-breaking sales of E.L. James’ trilogy has the Christian community largely at a loss for words . . . with the exception of Shannon Ethridge.

Bestselling author of the *Every Woman’s Battle* series, life coach, speaker, and advocate for healthy sexuality, Shannon Ethridge responds with ***The Fantasy Fallacy: Exposing the Deeper Meaning Behind Sexual Thoughts*** (Thomas Nelson Publishers, October 2012).

“I definitely do not think that all fantasy is wrong,” Ethridge writes. “But, those fantasies which push the envelope beyond what is socially or spiritually acceptable are most often rooted in childhood trauma or unresolved pain. ***The goal of this book isn’t to judge whether fantasies are ‘right or wrong,’ but to help people examine sexual fantasies closely enough to recognize their roots and to invite God to help them heal their pain.***”

Ethridge’s desire for her readers is clear, “If you read *Fifty Shades of Grey*, and were fascinated with it or freaked out by it, I believe *The Fantasy Fallacy* is going to help you ‘chew up the meat and spit out the bones’ when it comes to sexual fantasies. I’m praying the same prayer over you that I’ve prayed over myself – that God would give you eyes to view *all things sexual* through *His* lens, and no one else’s.”

Even those readers who are not familiar with the *Fifty Shades of Grey* titles will gain from Ethridge’s new book, which focuses on sexual thoughts and not just the recent book series. The author recommends an attitude of honesty about sexual thoughts for people of faith: “Just the word itself – *fantasy* – can illicit all kinds of anxiety among Christians. In fact, *fantasy* seems to be an even more taboo word than *s-e-x!*”

--more-

Shannon Ethridge recognizes the trepidation with which most Christians approach a dialogue about their own sexual thoughts but also understands the necessity for addressing these issues honestly. She helps readers consider the positive, encouraging aspects of healthy fantasy (imagination), including how it helps humans cope with unbearable pain and endure separation as well as how it can contribute to a healthy married sexual experience.

Shannon Ethridge earned a master's degree in Counseling and Human Relations from Liberty University and is a certified life coach via the American Association of Christian Counselors. She has authored 19 books including the best-selling ***Every Woman's Battle: Discovering God's Plan for Sexual and Emotional Fulfillment*** and other "Every Woman" titles. Ethridge has counseled college-aged women since 1999 and has been a popular speaker with women of all ages for over two decades. Shannon Ethridge lives in the piney woods of East Texas with her husband of 23 years and their two children. Her blog can be found at www.shannonethridge.wordpress.com.

###

A subsidiary of Harper Collins, **Thomas Nelson** is the world's largest Christian publisher, providing multiple formats of inspirational books, Bibles and digital content in more than 100 countries and 85 different languages. Learn more at www.thomasnelsoncorporate.com.

***The Fantasy Fallacy:
Exposing the Deeper Meaning Behind Sexual Thoughts***

By Shannon Ethridge

Published by Thomas Nelson

Release date: October 2012

Price: U.S. \$15.99

Format: Trade Paper, 5.5" x 8.38"

Pages: 224

ISBN: 978-0-8499-6469-5

Category: RELIGION/Christian Life/General

Review copies, reprint permission and interviews are available. Contact
Pamela McClure, McClure Muntsinger Public Relations,
615-595-8321 or Pamela@mmpublicrelations.com