

'God's Not Dead' Makers Confront Lukewarm Faith With New Movie

Faith Driven Consumer™—the consumer advocacy organization representing 41 million Christian consumers who spend \$2 trillion annually, has earned wide recognition for rating the faith compatibility of Hollywood films, measuring how they will resonate with faith-driven audiences, and predicting box office performance. The group's Faith-Friendly Film Review system serves as a key resource for consumers to evaluate entertainment choices.

Coming to theaters nationwide this Friday, March 20, Pure Flix Entertainment's latest film *Do You Believe?* receives a strong 4.5 out of 5 stars from Faith Driven Consumer, meaning the film is highly likely to resonate with the Faith Driven Consumer audience. *Do You Believe?* is the first major Pure Flix offering since last year's surprise box office sensation *God's Not Dead*, which captivated and inspired faith audiences for its willingness to directly address the issue of God's existence and role in the world, and as a result raked in over \$60 million in domestic box office returns.

Chris Stone, Founder of Faith Driven Consumer and Certified Brand Strategist, has issued the following statement:

"Do You Believe?" is bold, brave, reality filmmaking that every Faith Driven Consumer should see. Pure Flix does not shy away from a highly contentious cultural flashpoint but decides to meet it head on. Audiences will be fundamentally challenged to answer the question—do you really believe ... enough to lose everything? What are you willing to risk by accepting Jesus and standing for your faith?

"We see real life instances of people facing this reality today. Christians are losing their jobs, being prosecuted in court and ridiculed in the public square—all for expressing their faith.

"Do You Believe?" squarely hits home. As with *God's Not Dead*, faith-driven audiences will feel challenged, and inspired, by this movie. It's not just entertainment; it's a call to action."

Faith Driven Consumer's Faith-Friendly Film Reviews are based on five core criteria: Overall Faith and/or Biblical Relevance; Faith-compatible Depiction of Characters and Character Relationships; Faith-compatible Depiction of Situations, Family Viewing Suitability; and Entertainment Value.

Read the entire *Do You Believe?* review: [*you_believe*](#)

American Insights Poll Finds Strong Consumer Demand for Faith Entertainment

- 89 percent of Faith Driven Consumers feel that they have different entertainment needs than the market at large.
- 87 percent of Faith Driven Consumers are much more likely—58 percent very much more likely—to choose entertainment options that promote Christian-compatible values.
- 55 percent of Faith Driven Consumers say there are not enough faith-and family-friendly movie options available, and 62 percent of Faith Driven Consumers would watch more than three hours of additional television or movies in a week if there were more faith-and family-friendly options available.