

Reject Apathy Mag Gives Voice to Social Justice Movement

The publishers of *RELEVANT* magazine, a Christian publication targeting the college-to-30s audience, just rolled out a new publication. Dubbed *Reject Apathy*, the magazine aims to give a voice to the faith-based social justice movement in this generation.

Reject Apathy will focus on five key areas—poverty, defense of innocents, creation care, preventable disease and violence. The accompanying website, www.rejectapathy.com, promises a holistic view of social justice issues and solutions. It emphasizes core values of sustainability, local involvement and leadership, faith focus, financial transparency, and a long-term commitment to change.

“Our prayer for *Reject Apathy* is that it will open eyes and activate our generation to a new level of sacrificial living, sustainable change and a spiritual revolution,” says Cameron Strang, publisher of *Reject Apathy* and *RELEVANT*. “It may be the most important thing our team has done.”

Strang has seen firsthand the desire this generation has to change the world. As he sees it, 20- and 30-somethings are passionate to stand against injustice, take action and make a difference. *Reject Apathy* was born out of that desire, and Strang hopes the new publication will help challenge and motivate readers to truly make a difference.

Reject Apathy has been several years in the making, beginning with a trip Strang took to Rwanda and Kenya in 2008 with Pastor Rick Warren. “Coming back from that trip, my view of social justice and missions was forever altered,” Strang says. “Simply ‘knowing’ and ‘caring’ simply wasn’t enough anymore. We have to commit ourselves to making a difference. Our faith

dictates it.”

The inaugural issue of *Reject Apathy* has a circulation of 150,000 and is included with subscriptions to *RELEVANT*. *Reject Apathy* is also distributed for free on college campuses and select events nationwide.