

Promise Keepers Launches New Era of Men's Ministry

Promise Keepers, the Christian men's ministry which filled stadiums across America and convened over a million men to the Mall in the District of Columbia in the 1990s, announced Tuesday the launch of a new era, and a new national event at AT&T Stadium in Dallas July 31 and August 1, 2020. The event is projected to draw 80,000 men from across the country and around the world, with another projected 5 million participating via simulcast.

Ken Harrison, CEO and chairman of Promise Keepers, revealed what was new and different about the new era of Promise Keepers:

"It's the difference between analog and digital. Today, our goal is to get men digitally integrated—something that simply wasn't possible before. Assembling men in the 1990s by the tens and hundreds of thousands had never been done before—but what about after? What about when men leave the stadium and go home? Many things were tried, but it just wasn't possible to effectively network, encourage and strengthen men at home."

"Today, we can not only do stadium events, digital integration allows us to provide the full spectrum of men's ministry: a catalytic event that sparks fellowship, discipleship and the formation and nurturing of change making teams of men in communities everywhere, working together to impact the core of our culture."

Ken Harrison went on to discuss the critical need for clarity about what it means to be a good man in a culture increasingly toxic to masculinity:

Psychologists claim masculinity is toxic. Governments and public schools mandate and proselytize that everyone must

select our own gender identity, which can correlate with assigned sex at birth or can differ from it. That there are no right answers when it comes to being a man or a woman. Pop culture icons are lionized for their decision to raise their children gender neutral so they can decide what gender they want to be. And of course, there's the infamous Gillette commercial, which hit bottom and kept digging. The result: Men are fearful, passive and distracted, focusing on sports, Fortnite and porn instead of rising up and leading their families. In this swirling time of confusion, Promise Keepers is raising high the standard of biblical masculinity without apology and rallying men everywhere to join them.

One of the most timely aspects of the new era of Promise Keepers is the prospect of drawing multiple generations to the AT&T Stadium event. Judge Vance Day, COO and general counsel of Promise Keepers said:

One of the most powerful benefits of Promise Keepers is the ability for sons, fathers, and grandfathers to experience the event together. While Baby Boomers remember this with fondness, today's Millennials, who are coming into their own as husbands, fathers and in their careers, long to have the same experience with their own fathers. That's why tickets for the AT&T Stadium event will reflect a significant discount for intergenerational groups.

Day revealed that Promise Keepers is also introducing a new format:

Instead of having multiple regional events, the new era of Promise Keepers will feature one massive event for the entire country each year. And because men will be drawn from the entire country, the event will now consist of a session Friday night and Saturday, a concert Saturday night, and an optional day of service Sunday.

Preregistration for the AT&T Stadium event begins June 1, 2019. Speakers and musicians will be announced in fall 2019. You can learn more about the event and sign up for email updates by visiting [g](#) or on social media at [.](#)