



True Love Waits

www.truelovewaits.com

True Love Waits® is one of several approaches to challenging teenagers and college students to make a commitment to sexual abstinence until marriage.

- Created by LifeWay Christian Resources, True Love Waits is designed to encourage moral purity by adhering to biblical principles. This youth-based international campaign utilizes positive peer pressure by encouraging those who make a commitment to refrain from pre-marital sex to challenge their peers to do the same.
- The first True Love Waits national celebration took place in July 1994, when more than 210,000 covenant cards were displayed on the National Mall in Washington, D.C. More than a decade later, an estimated 2.5 to 3 million youth have signed commitment cards pledging sexual purity until their wedding day, and that number continues to grow worldwide.
- Hundreds of thousands of commitment cards from youth throughout the world have been displayed at several events, including the 2004 Olympics in Athens.
- True Love Waits receives no taxpayer money, yet its message has made a profound impact in the United States as well as other parts of the world. For example, in Uganda the campaign is credited by government leaders for a remarkable drop in the HIV/AIDS rate—from 30 percent of the population in the early 1990s to around 6 percent today.
- More than 100 organizations have adopted the use of True Love Waits to promote sexual abstinence, in large part because they have seen how well the campaign works and the potential it has to reverse negative trends in communities.
- In 2004, an independent study found that abstinence programs such as True Love Waits dramatically reduce the rate of out-of-wedlock births (Source: The Heritage Foundation). These findings were consistent with a 2001 study that reported teenagers who pledge to remain sexually abstinent until marriage are 34 percent less likely to have sex than those who do not pledge (Source: *The American Journal of Sociology*).
- Despite the progress made, much work remains to be done. The United States still has one of the highest rates of teen pregnancy and births in the industrialized world, resulting in severe economic and social costs, not to mention the personal pain early sexual activity places upon teenagers and their families.

What's Next?

- True Love Waits has launched "Takes the Town," an initiative that encourages cities to take a unified, community-wide approach to promoting abstinence by involving schools, government, businesses, churches, health organizations and others. The vision for "Takes the Town" is to help communities find solutions to reclaiming sexual purity among their youth.
- True Love Waits is expanding its reach in countries such as Africa, where honoring a commitment to remain abstinent until marriage is literally a matter of life and death. *Revolutionary Purity*, a study that challenges young people to a life of personal and "revolutionary" purity that includes influencing peers in other countries, is one tool True Love Waits is using to enhance the international scope of the abstinence movement.

For updated information on True Love Waits be sure to visit www.truelovewaits.com regularly.