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“The hero’s quest is never about success but is all about significance. Significance leads, influences; it doesn’t seek celebrity. Significance makes things happen, shows empathy, uplifts people, impacts communities.”

– Rodney D. Bullard, *Heroes Wanted*

Air Force Veteran, Former Federal Prosecutor and Current Chick-fil-A Head of Community Affairs Rodney D. Bullard Urges Everyday Heroism with New Book, *Heroes Wanted*



Nashville, Tenn. – February 20, 2018 - When we think of heroism, we typically think of grand gestures, saintly champions and a high-profile platform. Dazzled and intimidated, we opt for sitting out and waiting for a hero—and we overlook the lion that lives within each one of us.

In his inspiring first book, **HEROES WANTED: WHY THE WORLD NEEDS YOU TO LIVE YOUR HEART OUT** (Harvest House Publishers; ISBN: 978-0736967761; February 20, 2018; \$13.99), U.S. Air Force Veteran, former Assistant U.S. Attorney, White House Fellow and current Vice President of Community Affairs for Chick-fil-A and Executive Director of the Chick-fil-A Foundation Rodney D.

Bullard shows us that it is the easy-to-miss, everyday acts of service, friendship and integrity that make real heroes—and we’re all called to take up the hero’s mantle.

“The aim of our journey together is to change the world,” Bullard writes. “Not by a movement, not by a revolution, but by a radically small rethinking of who we are, our power, our need for relationship, and our ability to provide transformative support for one another.”

Through moving anecdotes from Bullard's own incredible life, uplifting stories of women and men who have made a difference around the world, relatable scripture, and more, Bullard illustrates what ordinary heroism looks like and why it's accessible to all of us. A workbook entitled "The Way of a Hero Reflection and Action Guide" concludes **HEROES WANTED**, ensuring readers can apply concepts and draft a customized action plan.

Readers will explore ideas and stories including:

The nine pillars of heroism

Bullard outlines clear ways we can be heroic, then devotes a chapter to each opportunity: calling, commitment, compassion, connection, conviction, community, courage, charity and confidence.

Bullard's personal journey

Bullard is a Duke Law School graduate, a veteran, a past Congressional Legislative Liaison at the Pentagon, a former assistant U.S. attorney and a former White House Fellow who reported directly to the NASA Administrator. Now, he serves as Chick-fil-A vice president of community affairs, is a member of multiple boards and is a frequent pick for prestigious lists ranking Georgia's top young leaders. With that awe-inspiring résumé as the backdrop, Bullard opens up and shares his struggles and heroes he's met along the way, from learning how to read and the determined teacher who found a way to help him; a dismissive reply he received when he asked about applying to be a White House Fellow; and more, all with the hope that revealing his challenges will spark courage in others.

"If we resent the lessons we need to learn, we will remain self-focused," Bullard writes. "If, however, we are willing to be taught by our hardships, we will develop a beautiful blend of tenderness and toughness, of genuine compassion combined with tenacity."

Heroes aren't perfect.

If you're holding back from helping others because you have flaws, you're denying your community and yourself the gifts only you can provide. "The perfectly suited hero to make a difference will never be the one who has a perfect life," Bullard writes.

Everyone is a leader.

"Everyone plays a vital role in the web of connectedness," Bullard writes. "Everyone has a leadership responsibility in the community." By christening everyone a leader, Bullard entrusts us each with a mission as he empowers us to act. Sitting and waiting on the sidelines is no longer an option.

Heroism and community depend upon one another.

Heroes are not lone rangers. **HEROES WANTED** reveals that by connecting with one another and building real community, individuals grow stronger and create a domino effect of real, lasting change.

Heroism starts with friendship.

In a world where the need can feel overwhelming, Bullard encourages us to start with one simple step: friendship. Bullard writes, “Who are the vulnerable people around you who need your care?”

Thought-provoking and invigorating, **HEROES WANTED** pushes readers to start small in order to be the change we want to see in our communities. Bullard is as humble as he is inspirational as he outlines a bold new model for all aspiring heroes to follow.

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About Rodney Bullard

Rodney D. Bullard has spent his prolific career serving others. A U.S. Air Force veteran, Rodney currently serves as the vice president of community affairs at Chick-fil-A Inc. and as the executive director of the Chick-fil-A Foundation. Prior to joining Chick-fil-A, Rodney was an assistant U.S. attorney general and a White House Fellow at NASA. At Chick-fil-A, he led the start-up of the organization’s operational corporate foundation where he directs community affairs, philanthropy and community services. Rodney lives in Atlanta with his wife and son. His first book, **HEROES WANTED: Why the World Needs You to Live Your Heart Out**, is available February 20. For more information, please visit RodneyBullard.com.

About Harvest House

Harvest House, a Christian publishing company based in Eugene, Oregon, publishes more than 135 books per year and carries a strong backlist offering more than 1,200 titles. Over 140 million Harvest House books have been sold worldwide through diverse distribution channels, and additional millions have sold in over 75 different languages.