

FOR IMMEDIATE RELEASE

High Tech Approach to Marriage

Pastor launches interactive marriage website that is changing the way couples get help.

Atlanta, Georgia, October 23, 2010 – Is there a simple way to a better marriage? Many couples are now saying, *“Absolutely, and it’s as close as your laptop.”*

Not long ago it dawned on Rev. Jay Tenney, a pastor serving a church near Atlanta, Georgia, that many couples want to improve their marriages but they just need a little help getting their hands on the right resources. He also realized that many couples won't go to counselors or pastors for help, but in today's world they might go online.

With that in mind, Tenney developed *“MyMarriageCoach.com”*. The project has taken five years of research, several consultants, and two website development firms to complete. The end result? A high-tech, interactive, marriage assessment tool that’s creating quite a buzz. *“Now this is a great idea! Every married person that I know could benefit from this.”* – Kathryn Brown, CBS News Correspondent, New York.

The concept is simple but brilliant. Couples sign on, respond to a series of questions individually or together, and instantly receive a two page *“Coaching Report”* which they can view online or print. Each report list the strengths and weaknesses of the marriage, an overall marriage score, and a list of recommended resources.

“That’s what makes the site unique.” Tenney said. *“While there are a handful of other marriage assessment sites online, they all seem to leave couples wondering what to do next.”* MyMarriageCoach.com takes the extra step of suggesting resources to each couple based on the information supplied. *“That’s what good coaches do. They identify your weak spots and give you specific recommendations on how to improve.”*

The initial response to the site has been incredible. An article was released locally in Georgia last November and since that time five other news agencies have published additional stories. Just in the last eight weeks, the site has received over 31,000 hits and more than 600 couples have signed on to obtain their *‘Coaching Reports’*.

One of the most appealing things about the site is that it’s not plastered with ads or pop-ups. Couples also like the fact that the service it provides is confidential and inexpensive. For \$9.95, both husband and wife can sign on, take the relationship quiz, and obtain his/her own coaching report.

So what’s evaluated? There are ten areas in all. The questions are designed to consider everything from finances to intimacy, faith and communication, and everything in between.

The site isn’t intended to be a substitute for professional counseling or for couples whose marriages are in crisis. In fact, those who sign on are encouraged to share their results with pastors or counselors. Tenney said, *“The idea is to give couples a quick snapshot of their relationship, to get them talking about their strengths and weaknesses, and to help them get their hands on the resources they need.”*

It’s definitely a high-tech approach to marriage, but it’s sure to be very appealing to those who are looking for a quick and simple way to take their marriage beyond ordinary.

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