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FOR IMMEDIATE RELEASE

Texas-Based Ministries Launch Prison Outreach Partnership for College Students: I am Second Movement, Bill Glass Champions for Life Join Forces to Share Christ, Hold Student Conference Jan. 21-23 in Austin, Texas

DALLAS, Jan. 8, 2010 – With a shared goal of providing young adults the opportunity to proclaim the message of Jesus Christ, the [I Am Second movement](#), a bold multimedia campaign designed to help people discover their purpose in life, and fellow Dallas-based ministry known for its outreach to inmates and at-risk youth, [Bill Glass Champions for Life](#), are launching a prison ministry partnership through which college students can serve individuals in their communities.

The organizations will kick off their partnership with the [Bill Glass Weekend of Champions Event](#), a conference for college students that will allow them to minister to inmates in local prisons the weekend of Jan. 21-23 in Austin, Texas. The conference is a part of I am Second's "GoLocal" outreach designed to empower young adults and individuals to serve their neighbors and model what it means to put themselves second.

"The I am Second campaign seeks to inspire people to put Jesus first in their lives and a big part of living a second lifestyle is telling others how they can do this too," said Mike Jorgensen, director of ministry strategy for I am Second at parent organization e3 Partners Ministry, Inc. "We are privileged to team up with Bill Glass Champions for Life because this ministry does an excellent job of connecting people who have found hope through faith with people who need it or want it the most."

The weekend conference will allow participating students from the University of Texas, the University of Oklahoma, Texas A&M University and LeTourneau University to volunteer alongside several of Bill Glass Champions for Life veteran prison ministry teammates. They will visit incarcerated youth and adults at correctional facilities in and around Austin.

Additional conference activities will include training sessions and a celebration dinner where students will hear success stories from their peers who ministered that weekend. Although registration for this event is already closed, similar prison ministry events hosted by I am Second and Bill Glass Champions for Life are being planned for future dates.

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“We are very excited about our partnership with I am Second, a movement that has captured the imaginations of the next generation of leaders who want to make a difference,” said Jim Subers, CEO of Bill Glass Champions for Life. “The partnership of our ministries will provide the resources and means for passionate young men and women to extend their influence and bring real hope to those in their community.”

Launched in the Dallas-Fort Worth market in December 2008, iamsecond.com has quickly spread virally across the globe, revealing the video stories of personal struggle, transformation and hope of celebrities and everyday people who put Jesus first in their lives. To date, the campaign has received over 1.7 million visits to its Web site from 209 countries.

The movement’s videos cover a variety of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life. They feature numerous celebrities such as former American Idol contestant [Jason Castro](#), former Arkansas Gov. [Mike Huckabee](#), redeemed heavy metal music artist [Brian “Head” Welch](#) and former coach of the Indianapolis Colts, [Tony Dungy](#). Collegiate quarterbacks [Colt McCoy](#), of the University of Texas, and [Sam Bradford](#), of the University of Oklahoma, joined the campaign during the 2009 Red River Shootout to share the importance of prioritizing God in the game of life.

The campaign remains popular among youth, young adults and students looking for a culturally relevant approach to Christianity. Official I am Second student groups have been started on the campuses of the University of Texas and the University of Oklahoma and additional “GoLocal” student conferences are being planned for 2010 and beyond. In addition, the campaign has a large following of young adults in the social media realm. Its Facebook Fan Page has close to 80,000 members.

Bill Glass Champions for Life was founded in 1969 by champion professional football player Bill Glass. After retiring from his sports career and at the urging of evangelist Dr. Billy Graham, Glass founded Bill Glass Champions for Life Ministries, an organization that has grown to share Christ in thousands of towns, cities, churches, prisons, jails and youth facilities across the United States and in several foreign countries. For more information, visit www.billglass.org.

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Note to Editors: For more information or to arrange an interview, please contact Jodi Phillip via phone at 972.267.1111 or via e-mail at jodi@alarryross.com. Additional information about the I am Second campaign is available at www.iamsecond.com/media.