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FOR IMMEDIATE RELEASE

I Am Second Videos Featured with Tim Tebow's Story on Focus on the Family Web Site Brian "Head" Welch, The Scruggs Share Who Made Them Thrive

DALLAS, Feb. 8, 2010 – Perhaps the most highly anticipated commercial of this year's Super Bowl, Focus on the Family's 30-second television ad spotlighting Heisman Trophy winner, Tim Tebow, and his mother, Pam Tebow, drove viewers to www.focusonthefamily.com to learn more about their message of the value of life. In addition to the Tebow story, the site features two videos created as a part of the [I am Second](#) movement, a bold multimedia campaign designed to help people discover their purpose in life.

The I am Second videos included on the Focus on the Family site reveal that families can thrive in the aftermath of addiction or infidelity. Redeemed heavy metal artist [Brian "Head" Welch](#) shares his gripping transformation from junkie rockstar to devoted Christian, father and musician. His story remains one of the most popular videos on www.iamsecond.com.

The Focus on the Family site also houses the video story of [the Scruggs](#), a married couple that details their journey of marriage, divorce and remarriage. The couple was able to survive an affair and thrive in their second marriage after placing their faith in Jesus.

"We are humbled that two I am Second videos are a part of Focus on the Family's Web site," said John Humphrey, project manager for I am Second and director of communications at parent organization [e3 Partners Ministry, Inc.](#) "We share a vision with Focus on the Family that life can be lived with meaning and purpose, and struggles can be overcome through faith in Jesus."

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 more than 2 million visits to its Web site from 211 countries. Its [Facebook Fan Page](#) has over 90,000 members.

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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. The newest personality featured on www.iamsecond.com is former NFL linebacker, [Ken Hutcherson](#), who shares how the power of faith transformed his hatred for white people into love.

Other celebrities featured on the I am Second site include former American Idol contestant [Jason Castro](#), former Arkansas Gov. [Mike Huckabee](#), 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.

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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.