



**FOR INFORMATION, CONTACT:**

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**FOR IMMEDIATE RELEASE**

## **Rise of the Iguana: C3 Brings Diverse, International Conference to San Diego to Equip Attendees to Reach New Generation**

**WHAT:** Ed Young, pastor of Fellowship Church, will host church leaders and pastors from around the world for the C3 (Creative Church Culture) at Cornerstone Church of San Diego on March 3-5. This conference is designed to encourage, equip and empower global church leaders with innovative tools and vital resources to help them reach a constantly changing culture with the unchanging Gospel message.

**WHO:** The C3 event will open at 6:30 p.m. on Wednesday, March 3, with the first of three evening sessions open to the public free-of-charge. During the day on Thursday and Friday, C3 participants will also be able to attend breakout sessions with influential speakers from within the Christian community.

Speakers attending C3 West Coast include: **Ed Young**, pastor of Fellowship Church in Grapevine, Texas; **Brian Houston**, founding pastor of Hillsong Church in Sydney, Australia; **Jentezen Franklin**, senior pastor of Free Chapel, one of the top 30 churches in America (Outreach Magazine) with locations in Gainesville, Ga; **Kevin Gerald**, founder and lead pastors of Champions Centre; **Miles McPherson**, former NFL player and founder the non-profit Miles Ahead and The Rock Church in San Diego; and **Mac Richard**, founding pastor of Lake Hills Church in Austin, Texas.

**WHEN:** **Wednesday, March 3** – C3 Night session featuring **Miles McPherson** and **Jentezen Franklin** begins at 6:30 p.m. (open to public/media)

**Thursday, March 4** – Conference sessions take place from 9 a.m. to 4:30 p.m. (registrants/media only); C3 Nights featuring **Kevin Gerald** and **Brian Houston** begins at 6:30 p.m. (open to public/media)

**Friday, March 5** – Conference sessions take place from 9 a.m. to 4:30 p.m. (registrants/media only); C3 Nights featuring **Ed Young** begins at 6:30 p.m. (open to public/media)

**WHERE:** Cornerstone Church  
1914 Sweetwater Road  
National City, CA 91950

- DETAILS:**
- In order to make an even greater impact and to help empower churches across the country, a new church partnership program – **C3 Global** – will be announced at this year’s conference. Focusing on structure, creativity, support and compassion, this new initiative will provide churches a “one-stop-shop” to share leadership insights, obtain training and receive practical guidance and tools to help them in the areas that most affect ministry in today’s world.
  - C3 held its first event of the year in Grapevine, Texas, Feb. 17-19, with a record 2,500 registered pastors and church leaders from 49 states and 19 foreign countries in attendance. For the first time, C3 will be holding two additional conferences this year, one on the West Coast and one on the East Coast in October.
  - The theme of this year’s conference is “Rise of the Iguana,” based on this reptile’s exceptional qualities of rejuvenating, adapting and discerning that are necessities for any healthy church.
  - The C3 Conference seeks to provide information and motivation to church leaders to spur action and bring a new level of excellence to the church experience.
  - What began as a small gathering of a few hundred pastors in 1997 is now over 2,500 leaders from across the country and all around the world.
  - For more information about the C3 conference and Fellowship Church, please visit <http://www.c3conference.com>.

**COVERAGE /  
INTERVIEW  
CONTACT:** Media are invited to cover the conference on location. For information on credentials and/or to schedule an interview, contact Julie Shutley at 214.457.1398 or [jshutley@alarryross.com](mailto:jshutley@alarryross.com).