



a.larry.ross
com.mu.ni.ca.tions

news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:
Jodi Phillip 972.267.1111
jodi@alarryross.com

FOR IMMEDIATE RELEASE

I Am Second Campaign Unveils Three New Videos Stories of Hope: Rodeo Cowboy, Professional Skateboarder, Best-Selling Author Join Movement that puts Faith in Jesus First

DALLAS, March 10, 2010 – The [I am Second](#) movement, a bold multimedia campaign designed to help people discover their purpose in life through Jesus Christ, is expanding its collection of [Web-based video stories](#) with the addition of three new personalities: professional cowboy Trevor Brazile, extreme skateboarder-turned-pastor Christian Hosoi and best-selling author Anne Rice.

Leading the trio of new I am Second videos is rodeo star [Trevor Brazile](#), a steer roping champion who holds tight to his Christian faith. [In his video](#), which was posted on the [I am Second](#) Web site on March 9, Trevor talks about why he serves God.

Later this month, videos of skateboarder Christian Hosoi and author Anne Rice will be added to [iamsecond.com](#). Hosoi's professional skateboarding career was disrupted by his own drug addictions and financial struggles. After serving time in prison, Hosoi revived his skateboarder career and is also a church pastor. Anne Rice, known for her best-selling vampire and gothic novels, lived much of her early life as an atheist. Now a Christian, she writes only to honor Jesus.

"We are honored that Trevor Brazile, Christian Hosoi and Anne Rice sought to share their personal journeys of faith as a part of this campaign," said Nathan Sheets, vice president of partner development for e3 Partners Ministry, Inc., the ministry behind the site. "Their stories are very moving and we hope that they will serve as a catalyst for people to see the power of an authentic relationship with 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. 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.

-more-

Other celebrities featured on the I am Second site include Season 7 American Idol contestant [Jason Castro](#), former Arkansas Gov. [Mike Huckabee](#), and Indianapolis Colts former coach [Tony Dungy](#). The video of redeemed rock star and ex-member of the band Korn, [Brian “Head” Welch](#), continues to be the most popular video on the I am Second site.

To date, the campaign has received more than 2 million visits to its Web site from over 211 countries. In addition to the U.S., the majority of visits have come from Canada, the United Kingdom, India, Australia, the Philippines and Brazil. Visitors spend an average of 8 minutes and 42 seconds on the site. The campaign also has a strong presence in the social media realm where its [Facebook Fan Page](#) alone has more than 101,000 members.

-30-

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.