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# news release

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## FOR IMMEDIATE RELEASE

# DFW-based I am Second campaign kicks off summer concert series at Rangers Ballpark: Third Day to perform before Rangers' April 24 game against the Detroit Tigers

ARLINGTON, Texas, April 21, 2010 – The [I am Second campaign](#) – a bold multimedia movement designed to help people discover their purpose in life – is kicking off its second annual family-oriented, faith concert series before Texas Rangers baseball games this summer.

Grammy and Dove Award-winning Christian band Third Day will begin the concert series on Saturday, April 24, performing at 5 p.m. at Rangers Ballpark in Arlington, Texas, before the Rangers take on the Detroit Tigers at 7:05 p.m. CT.

Rangers All-Star center fielder Josh Hamilton, whose faith journey is featured on the [I am Second website](#), and other players are expected to speak briefly at the concerts. Admission to the concert is free with a Rangers game ticket, which can be purchased for a discount price at [texasrangers.com](http://texasrangers.com). Choose Saturday, April 24, from the [schedule](#) and enter "JOSH2" as the coupon code to access a discount of \$7 to \$18 in most levels of seating.

On Saturday, August 28, Grammy Award-nominated and Dove Award-winning Christian band, MercyMe, will continue the concert series, playing at 5 p.m., prior to the Rangers' game against the Oakland A's at 7:05 p.m.

"We extend a big thank you to the Texas Rangers for inviting us back to host another summer concert series," said Nathan Sheets, vice president of partner development for e3 Partners Ministry, Inc., the organization behind I am Second. "This is a wholesome, fun opportunity for the Dallas-Fort Worth community to come together and enjoy music and fellowship before rooting on the Rangers."

Last summer, I am Second sponsored a similar concert series during which Grammy and Dove Award-winning Christian band, Casting Crowns, performed in addition to MercyMe and the Hispanic Grammy and Latin Grammy Award-winning group, Los Tigres Del Norte.

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Launched in the Dallas-Fort Worth market in December 2008, [iamsecond.com](http://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, such as abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life.

In addition to Hamilton, athletes featured on the I am Second website include Cowboys tight end, Jason Witten; professional skateboarder, Christian Hosoi; and rodeo star, Trevor Brazile. Collegiate quarterbacks Colt McCoy and Sam Bradford joined the campaign during the 2009 Red River Shootout to share the importance of prioritizing God in the game of life.

To date, the campaign has received more than 2 million visits to its Web site from visitors in over 211 countries. The campaign also has a strong presence in the social media realm where its [Facebook Fan Page](#) alone has more than 116,000 members.

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**Note to Editors: For more information, please contact Jodi Phillip at 972.267.1111 or via e-mail at [jodi@alarryross.com](mailto:jodi@alarryross.com).**