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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

Jesus loves Sin City:

The Strip Church cleans brothels, visits strip clubs, attends porn conventions and provides free transportation around Las Vegas

LAS VEGAS, May 5, 2010 – Amidst the casinos, nightclubs and bright lights of Las Vegas, members of the unconventional [Strip Church](#) seek to let tourists and residents know that Jesus loves Sin City. Intentionally without a building or traditional Sunday service, Strip Church attendees desire to be the Church, rather than to build one, by meeting the needs of those in the city.

Founded by “Porn Pastor” Craig Gross as a ministry of [TripleXChurch.com](#), the world’s largest online community for people struggling with or recovering from pornography and sex addictions, the Strip Church travels to Las Vegas hot spots to show love and connect with individuals around the city.

Perhaps best known for its “Jesus Loves Sin City” shuttle that drives up and down the Las Vegas strip, providing free rides to people waiting to pay for public transportation, the Strip Church also has a frequent presence at area strip clubs and adult entertainment conventions. There, church representatives engage in friendly conversation with the people they meet and hand out Bibles.

“We go where most religious people run from – that is why we came to Las Vegas,” said Gross, pastor of the Strip Church. “Too many people have hijacked and twisted Jesus’ message of unconditional love from inclusion to exclusion. What we are trying to do through this church is show that Jesus loves you no matter who you are or what you have done.”

The Strip Church has also controversially expanded its outreach outside the streets of Las Vegas to the numerous [brothels in the surrounding communities](#). Church volunteers make trips to nearby Nevada brothels to do “makeovers,” during which they help to improve the women’s living conditions, which are separate from where they work, and let them know that they are loved in the eyes of Jesus. During a recent trip, Strip Church representatives made such an impact on one young woman, she came back to Las Vegas with them to begin rehabilitation and to turn her life around.

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“We don’t go to these brothels to judge the women who live there or beg them to quit their jobs,” said Gross. “We go to talk to them, to cook for them and to clean for them. We go to let them know that we are available for them and that they are loved, no matter what society and other religious people may say.”

In addition, the Strip Church also reaches out to the numerous homeless people in Las Vegas who live in the tunnels below the city. The church makes weekly visits to the tunnels, where they offer people food, clothing and a message of love, and partners with agencies in Nevada that can help to provide the homeless with rehabilitation, housing and jobs when appropriate.

“Las Vegas is a great city, full of great people,” said Gross. “This city often has a stigma of darkness, but we know from our experiences that Jesus loves everyone. We are thrilled that we have the opportunity to meet and minister to so many diverse and wonderful people here.”

Gross’ outreach to the porn community and sex workers has been featured in numerous media outlets, including [“FOX & Friends,”](#) [“The Joy Behar Show,”](#) “Good Morning America,” “Nightline,” GQ magazine and The New York Times. He has also been featured in an award-winning documentary and will be the subject of an upcoming new reality TV documentary.

The author of six books including, “The Dirty Little Secret: Uncovering the Truth Behind Porn,” “Questions You Can’t Ask Your Mama About Sex,” “The Gutter,” and “Starving Jesus,” Gross’s newest book is titled “Jesus Loves You ... This I Know.”

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Note to Editors: For more information on The Strip Church or to arrange an interview with Gross, please contact Jodi Phillip at 972.267.1111 or via e-mail at jodi@alarrygross.com. More information is available at <http://www.alrcnewskitchen.com/craiggross>.