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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:
Julie Shultz
972.267.1111
julie@alarryross.com

FOR IMMEDIATE RELEASE

‘Turn it Around’ is a catalyst for change: New England megachurch pastor Frank Santora provides seven solutions to profoundly impact one’s life in new book

NASHVILLE, Tenn., June 4, 2010 – Recent satisfaction polls ranging from sports teams to the economy to the Gulf of Mexico oil spill to the president all share a similar downward trend – an increasingly disgruntled American landscape. Many people are hoping for things to get better. Though outside circumstances may seem uncontrollable, New England megachurch Pastor **Frank Santora** offers seven solutions to a more satisfied personal life in his new book, **“Turn It Around: A Different Direction for a New Life,”** which released this week from Howard Books.

“Storms come in many varieties, and no one is exempt from them – not the great or the small, not the rich or the poor, not the educated or the uneducated – not even the believer or the nonbeliever,” Santora writes. “Sometimes a storm may seem to have several causes. But the most important thing to know about a storm isn’t its cause; far more important is knowing how to thrive in the midst of life’s storms and overcome them. The way to do that is by forming an alliance with God, who can turn our lives around in spite of any storm we might encounter.”

In “Turn it Around,” which blends life experiences with well-known biblical narratives, Santora captivates the reader by explaining key elements that promise to transform what appear to be life’s road blocks into victories. Santora speaks from a personal knowledge of experiencing a trifecta of challenges all occurring within a few months of each other in 2007 – a reduction in school attendance at Faith Preparatory Schools, where he is president; reduced monetary donations at Faith Church, where he is senior pastor; and a failed business venture bank loan, resulting in a large monthly lease payment – leaving Santora with sleepless nights and a renewed dedication to praise God regardless of his circumstances. It was during this time that Santora discovered seven solutions revealing God’s personalized plan of action for anyone who finds themselves headed in the wrong direction.

As a catalyst for change, Santora uses these solutions to help others. They are illustrated in chapters such as: “Moving Forward After You’ve Blown It;” “Regaining Confidence When No One Believes in You;” “Freeing Yourself When You Feel Trapped;” and “Holding Fast As You Weather Life’s Storms.”

“First comes thought, then organizing ideas and plans to actualize that thought, and finally the materialization of those ideas and plans as reality,” Santora writes. “So if anyone tries to thwart your gift of imagination, remember that all things are created twice: first in our imaginations and then for the world to see.”

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'Turn it Around' is catalyst for change, page 2

Santora pastors Faith Church in New Milford, Conn., where the congregation has grown from under 300 to more than 1,700 in weekly attendance in just over 10 years. He has a Bachelor of Science in accounting and business from Rutgers University, and is an ordained minister with RHEMA Bible Training Center. Santora's preaching embodies the Faith Church motto, "Believe. Grow. Serve.", as his sermons reflect those tenets. Some of his sermon titles have included "My Messy Family," "American Idols," "Life's Battles" and "Surviving a Recession." Santora's television show, "Destined to Win," airs weekly helping people to discover the winner within themselves. It is broadcast on 13 cable access stations, covering an area from eastern New York to Essex, Conn., and from the Bronx to northwestern Connecticut. More information about "Turn it Around" and Santora is available at www.franksantora.com.

- 30 -

Note to Editors: For more information about "Turn it Around," please visit www.alrcnewskitchen.com/turnitaround. To arrange an interview with Frank Santora, please contact Julie Shultz at 972.267.1111 or via e-mail at julie@alarryross.com.