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# news release

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## FOR IMMEDIATE RELEASE

# I am Second Campaign Releases New Films of Lives Transformed: Authentic testimonies touch on difficult issues of discrimination, alcoholism and inadequacy

**DALLAS, Aug. 2, 2010** – I am Second, the groundbreaking multimedia campaign designed to help people discover their purpose in life through Christ, is releasing three new films on its website, <http://www.iamsecond.com>.

Recently, the stories of [Christine Petric](#), a native of South Korea who struggled with self-esteem as an adopted child growing up in a mostly white suburb of Dallas, and [James Caldemeyer](#), a professional bass fisherman and guide who was involved in a drunk driving accident, debuted on the popular internet site.

Focusing on the issue of discrimination, Petric's testimony emphasizes her realization that her true identity and self-esteem come from Christ's love for her.

"One thing that the Lord taught me from the way that He made me is that He made me different for a reason, and I didn't appreciate the difference. I didn't appreciate the uniqueness until I got older – really until a life-changing experience I had in college," said Petric, prior to describing the time her boyfriend told her that his parents didn't approve of her because she was not white. "God was showing me that nothing works without Him ... I didn't really know how amazing God was until this happened."

Caldemeyer's transformational moment came at the age of 21 after he caused a fatal alcohol-related car accident which cost Caldemeyer his job, wife and family.

"The guilt and the anguish and the hurt that came upon my shoulders just was overwhelming. I've never felt anything like it in my life and knew that I'd really done it. I'd really let myself get so far out of control, even I couldn't fix it now ...," Caldemeyer said. "I didn't really want to live any more, but when I cried out to God, He came to me in my time of need."

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Later this week, I am Second will introduce the testimony of Laura Klock, who in 2006 set a national motorcycle land speed record on a bike she and her husband built. Klock grew up with a feeling of inadequacy, relying on alcohol to ease her pain. After several bad decisions, including a secret abortion, Klock discovered that Christ was the ultimate solution for removing her pain and guilt.

“Each of these stories reinforce the fact that we all face challenges in life and that Christ is our source of strength,” said John Humphrey, I Am Second project manager for e3 Partners Ministry, Inc., the organization behind the website. “This universal quality is one of the reasons I am Second has had such a great impact.”

Launched in the Dallas-Fort Worth market in December 2008, <http://www.iamsecond.com> has 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 films cover a variety of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life.

Celebrities featured on the I am Second site include Season 7 American Idol contestant Jason Castro, former Arkansas Gov. Mike Huckabee, baseball star Josh Hamilton and football stars Colt McCoy and Sam Bradford.

The website also emphasizes community, providing seekers with [listings of local churches and discussion groups](#), along with 24/7 access to I am Second representatives via phone, e-mail or online chat rooms in order to answer questions that might arise after viewing the site.

Dallas-based e3 Partners has complemented the website with targeted billboard, TV, radio, and kiosk advertising exclusively in the Dallas-Fort Worth area. The viral nature of the Internet has spread the word around the world. The ministry is in the process of expanding the advertising components of the campaign into other markets later this year.

To date, <http://www.iamsecond.com> has received nearly 2.7 million visits from 211 countries. In addition, the campaign has a strong presence in the social media realm, where its [Facebook Fan Page](#) alone has more than 140,000 members. The campaign also has a [store](#) where fans and supporters can obtain I am Second merchandise, tools and resources.

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**Note to Editors:** For more information or to arrange an interview, please contact Kristin Cole or Steve Yount via phone at 972.267.1111 or via e-mail at [Kristin@alarryross.com](mailto:Kristin@alarryross.com) or [Steve@alarryross.com](mailto:Steve@alarryross.com). Additional information about the I am Second campaign is available at <http://www.iamsecond.com/media>.