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FOR IMMEDIATE RELEASE

Oklahoma, Texas Tech Stars Find Peace by Being Second:

Before Saturday's Game, Players Share Purpose in Life on Videos

DALLAS, Nov. 11, 2010 – Oklahoma quarterback Landry Jones and Texas Tech running back Baron Batch will do their best to make sure that their teams come out first on the scoreboard Saturday in Norman, Okla. But there is no question who is first in their lives – Jesus Christ.

Jones and Batch share their personal stories of transformation in the latest videos by [I am Second](#), a multimedia campaign designed to help individuals discover their purpose in life through Christ. I am Second launched a similar campaign, involving quarterbacks Colt McCoy of Texas and Sam Bradford of Oklahoma, before last year's game between the Longhorns and Sooners.

The turning point for Batch came when he had to deal with seven surgeries and a staph infection after he suffered a badly broken ankle and damage to his Achilles tendon in practice in 2006. He missed all of the 2007 season for medical reasons.

Batch, by his own admission, sometimes has to learn the hard way. He lost his mother to multiple sclerosis when he was in ninth grade, and he and his sister and three brothers had to virtually raise themselves. "No one can tell me anything because I've done it on my own," he says.

But after he suffered the injury, he had to reassess his outlook. "God had taken my identity -- the person I said I was, a college athlete -- and taken it from me."

Then two teammates visited him and told him that God had a plan for his life. Gradually, he began to heal physically and grow spiritually. He looks at the scars on his ankle as a reminder.

"Once we have those scars, we can show them to people and tell them how God has healed us," Batch says.

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Jones seemed destined for success even before he set foot on the Oklahoma campus. He felt like he had “the world at his fingertips,” that he didn’t need God.

“I was filling my life with earthly things, not heavenly things,” he says.

Before his first year in college, he thought he could beat out Sam Bradford, who won the Heisman Trophy that year and eventually became the overall No. 1 pick in the NFL draft.

When Jones didn’t get to play, he fell into a state of depression and sought solace in drinking and girls. “Everything I had put my faith and hope and dreams in was stripped from me,” he says.

Then he realized his identity didn’t come from being an athlete; it came from being a child of God. “He freed me from all the depression I had, all the sadness, all the loneliness that’s I’ve ever been through,” he says.

The Jones and Batch videos became available Wednesday night at www.iamsecond.com, which contains videos of the stories of struggle, transformation and hope of celebrities and everyday people. Celebrities featured include Texas Rangers center fielder [Josh Hamilton](#); former American Idol contestant [Jason Castro](#); heavy metal music artist [Brian “Head” Welch](#); and former Arkansas Gov. [Mike Huckabee](#).

Since I am Second launched in December 2008 in the Dallas-Fort Worth area, its website has received more than 3 million visits from 213 countries. The movement launched in Orlando in September and plans to debut in other cities in the next year.

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Note to Editors: For more information or to set up an interview, please contact Kristin Cole or Steve Yount at 972.267.1111 or via e-mail at Kristin@alarryross.com or Steve@alarryross.com.