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media alert

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FOR IMMEDIATE RELEASE

Dallas-based I Am Second Celebrates Second Birthday with Dec. 2 Local Event: Evening at Bent Tree Bible Fellowship features testimonies of Seconds, Grammy-nominated Matthew West

- WHAT:** The revolutionary I Am Second movement will commemorate two years of outstanding growth and impact with a special Dec. 2 evening celebration highlighted by testimonies of individuals featured on the I Am Second website and praise and worship from Grammy-nominated singer/songwriter Matthew West. The event will be followed by a national service day on Saturday, Dec. 4.
- WHEN:** Thursday, Dec. 2
7 p.m. CT
- WHERE:** Bent Tree Bible Fellowship
4141 International Parkway
Carrollton, TX 75010
- WHO:** A number of Seconds featured on the website are expected to attend the celebration including musician and former Korn band member Brian "Head" Welch, critically acclaimed actress Janine Turner, Biggest Loser Season 6 winner Michelle Aguilar, child actress Bailee Madison, pro skateboarder Brian Sumner and Dallas Cowboy Bradie James.
- DETAILS:** Tickets are available for purchase on <http://www.iamsecond.com> at a rate of \$25 for adults or \$15 for students. Attendees are asked to dress in the I Am Second theme colors of black and white.

I Am Second is an initiative of e3 Partners Ministry, Inc. The videos feature celebrities and everyday people and cover a variety of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life. The website has received more than 3 million hits from visitors in 213 countries.

**ON-SITE
COVERAGE /
INTERVIEWS:**

Media credentials are available to representatives covering the Dec. 2 celebration on-site, and some Seconds are available for interviews both prior to and on the day of the event.

To schedule an interview or obtain media credentials, please contact Kristin Cole at 972.267.1111 or kristin@alarryross.com or Steve Yount at steve@alarryross.com.