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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:

A. Larry Ross Communications
Kristin Cole 972.267.1111
kristin@alarryross.com

FOR IMMEDIATE RELEASE

I Am Second Celebrates Second Birthday with Evening of Inspirational Stories of Changed Lives: Movement gives thanks for two years of growth and impact

PLANO, Texas, Dec. 2, 2010 – The revolutionary [I Am Second](#) movement commemorated two years of outstanding growth and impact with a special birthday celebration tonight to share stories of lives changed at Bent Tree Bible Fellowship in Carrollton, Texas.

The evening was filled with reminiscing on the beginning of I Am Second, which launched with a billboard campaign in the Dallas-Fort Worth marketplace on Dec. 2, 2008, and what has now become an international movement, garnering more than 14 million page views and 3.3 million visits from 214 countries/regions. In addition to praise and worship from Grammy-nominated singer/songwriter Matthew West, numerous “seconds” featured on the website filled the program, sharing testimonies and feedback regarding their I Am Second experience.

“I sacrificed a lot when I left Korn,” said Brian “Head” Welch, former band member of Korn. “What I’m doing now doesn’t pay much, but to see people’s lives changed, that’s my paycheck. It’s what I live for.”

The evening’s program was segmented to highlight the various walks of life of the “Seconds.” Among those in attendance were Dallas Cowboys Bradie James and Greg Ellis, child actress Bailee Madison, pro skateboarder Brian Sumner and professional bass fisherman and guide James Caldemeyer and professional motorcycle racer Laura Klock.

“When I first saw the I Am Second billboards two years ago, I said ‘They’ll never have me up there,’” said James. “At the time ... we all have struggles and all have to deal with them. For me to be here today that just shows God is working in a lot of our lives.”

Proof of how I Am Second stories have transformed lives around the world were conveyed throughout the evening, including that of Navy Seal John “Remi” Adeleke who started a church service and showed the I Am Second videos to his troop overseas in order to help the men understand they weren’t the only ones struggling. One of the men

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attending was considering leaving his wife until he saw Biggest Loser Season 6 winner Michelle Aguilar's I Am Second testimony of the effects of her parents' divorce. Adeleke surprised Aguilar to thank her for telling her story.

"One of the biggest blessings of the I Am Second campaign is it goes places I can't go. These videos are going into places all around the world. I'm so thankful you would return the favor and share the story of how I Am Second is impacting you," Aguilar said to Adeleke.

In addition, the evening highlighted the outreach I Am Second has created beyond the website including I Am Second expeditions to do missions around the world and I Am Second small groups, with a special emphasis on school and university groups. I Am Second also launched in Orlando, Fla., in September 2010 and plans to debut in additional cities over the next year.

The entire evening's celebration was meant to inspire individuals to live out the act of being second. One such opportunity is Saturday, Dec. 4 during the [I Am Second Service Day](#). Participants are asked to register their Service Day attendance on the I Am Second website by sharing their intended I Am Second Service Day project.

I am Second is a movement meant to inspire people of all kinds to live for God and for others. The I Am Second website, <http://www.iamsecond.com>, features film testimonies from celebrities and everyday people who have overcome a variety of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life.

For more information about I Am Second or to sign up to participate in the Dec. 4 Service Day, please visit <http://www.iamsecond.com/celebrate>.

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Note to Editors: For information or to arrange an interview, please contact Kristin Cole at 972.267.1111 or Kristin@alarryross.com. Additional information about the I am Second campaign is available at <http://www.iamsecond.com/media>.