



**Pittsburgh Steeler Sepulveda Shares God's Role in NFL Journey on iamsecond.com, page 2**

Sepulveda attended Baylor University and tried playing linebacker, but quickly discovered it was not the position for him. He soon gravitated toward the punters and found out he had the strongest leg. He was red-shirted the following year and started, but didn't like it.

Considering quitting, the coach encouraged him to stay on and help the team. Sepulveda continued with great success, receiving the Ray Guy Award in 2004 and 2006 as the top collegiate punter. It was then that Sepulveda realized his NFL dream was within reach. He joined the Pittsburgh Steelers in 2007.

"It's very clear to me that I was never in control," said Sepulveda. "God was in control of my life. He guided my path.

"He gave me that passion for playing sports when I was young. That wasn't mine. That was His. He ripped it from me in high school so I would learn to be humble, so I would develop character as a young man, so when He blessed me with this dream of the NFL that I would understand and recognize that it is His name that needs to be glorified."

I am Second's videos 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](http://www.iamsecond.com) site include baseball star Josh Hamilton, Grammy-award winner Michael W. Smith, former Arkansas Gov. Mike Huckabee, and football stars Bradie James, Colt McCoy and Sam Bradford.

Since its launch in the Dallas-Fort Worth market in December 2008, the movement has spread virally across the globe, garnering more than 14 million page views and 3.3 million visits from 214 countries/regions.

Dallas-based e3 Partners debuted I am Second in Orlando September 2010 and plans to launch in additional cities over the next year. In Orlando and Dallas-Fort Worth, the company complements the website with creative, targeted billboard, TV, radio, and kiosk advertising. For more information and to view Sepulveda's film, visit <http://www.iamsecond.com>.

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