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# news release

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## FOR IMMEDIATE RELEASE

# I Am Second Kicks Off in the Tri-State Area: iamsecond.com provides inspirational stories of hope, debuts film of local TV news anchor Randy Moore

**PLANO, Texas, January 3, 2011** – The revolutionary [I Am Second](#) movement, a web-based initiative documenting the video stories of personal struggle, transformation and hope of celebrities and everyday people, will launch in the Tri-State / Evansville, Ind. area Sunday, Jan. 9 with featured films from former Indianapolis Colts coach [Tony Dungy](#), American League MVP [Josh Hamilton](#) and the debut of local television news anchor [Randy Moore's](#) personal story.

The impactful [I Am Second](#) website was created to share life-changing stories of hope. The site launched in the Dallas-Fort Worth area first and has since become an international movement, garnering more than 14 million page views and 3.3 million visits from 214 countries/regions.

The Tri-State area is the third market to welcome the [I Am Second](#) campaign, which also launched in Orlando, Fla. in September 2010. Evansville organizers are confident the [I Am Second](#) debut will impact their community much like the website has around the world. I Am Second founders have received thousands of letters detailing how the I Am Second movement has changed lives, ranging from healing relationships to helping in overcome addiction.

“We believe this will start a revolution of second within our city,” said Mike Deeg, executive pastor of Christian Fellowship Church in Evansville and one of the team members helping to bring the movement to the area. “There are many people in our community who are hurting – financially, relationally, physically and spiritually. We feel the authentic films on I Am Second will resonate with those people and provide hope.”

Residents of the Tri-State area will begin to see [I Am Second](#) billboards and Internet advertisements as well as hear radio and television spots beginning next week. In addition, the film of WTVW Fox 7 anchor [Randy Moore](#) will be unveiled on iamsecond.com on Jan. 9. Moore is recognized as “Evansville’s Best TV personality” as voted by the readers of Evansville Living Magazine. Moore’s I Am Second film shares

the story of his late wife's battle with cancer and how it affected his own personal faith journey.

"Many individuals will be able to relate to Randy Moore's inspirational personal story on iamsecond.com," Deeg said. "But even more than that, we hope Moore's story and others will encourage people to dig deeper and connect with those in the Tri-State area who have discovered the concept of second."

[I Am Second](#) currently has more than 50 films, which address a variety of struggles and topics including abuse, racism, selfishness, divorce, addictions, fame and the search for meaning and satisfaction in life. A number of celebrities are featured including Grammy-award winning musician [Michael W. Smith](#), former Arkansas Gov. [Mike Huckabee](#), American Idol Season 7 contestant [Jason Castro](#), former Korn band member [Brian "Head" Welch](#), child actress [Bailee Madison](#) and NFL football stars such as [Bradie James](#), [Colt McCoy](#) and [Sam Bradford](#).

The overall goal of [I Am Second](#) is to share powerful stories of how faith has helped individuals triumph over difficulties and connect those seeking answers to life's questions with local groups, something the Tri-State organizers will be working to do. I Am Second has developed [small group materials](#) to accompany the videos, which are available free of charge. They will be used by individuals and groups who are scheduled to host events to engage enthusiasts of the movement. Residents can visit <http://www.iamsecond.com/getinvolved> to find a group in their area as well as other opportunities to get involved including joining the street team, volunteering at an event or going on an I Am Second expedition.

"I Am Second is proud to partner with the faith community of the Tri-State area to bring this unique ministry to the region," said Andrew McElyea, I am Second's Tri-State project representative. "We have already received incredible response from individuals worldwide who have been encouraged from I Am Second. We are excited to have the Tri-State area as an official I Am Second region."

[I am Second](#) was launched by e3 Partners Ministry, a donor-supported organization based in Plano, Texas, helping people in over 35 countries with tools, training and teams from the United States. For more information about the I Am Second movement, visit <http://www.iamsecond.com>.