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FOR IMMEDIATE RELEASE

Evansville News Anchor Shares Lessons He Learned in Loss of Wife to Cancer: Multi-Media I Am Second Movement Debuts in Tri-State Area

PLANO, Texas, Jan. 11, 2011 – Evansville television personality [Randy Moore](#), who learned from caring for his dying wife the importance of self-sacrifice and service, shared his personal story as the [I Am Second](#) movement launched in the Tri-State area of Indiana, Illinois and Kentucky over the weekend.

Moore's wife, Ann, died in July 2009 after a two-year battle with inoperable pancreatic cancer. When she was first diagnosed, Moore didn't know how to deal with it.

"When it did become clear that Ann was going to die, I had the idea that she would die a kind of idealized death, that she would die at home . . . almost with angels in the room," said Moore, a news anchor at WTVW Fox 7. "She would have this peaceful look that would come over her and she would get this glow on her face and she would pass. But it didn't happen that way."

At first, he tried to internalize the pain he was feeling, but he became so stressed that he couldn't sleep or eat. At the same time, he watched his wife live out her Christian faith under very difficult circumstances – pancreatic cancer comes with excruciating pain.

"I had never had to conduct myself as a Christian under very trying times," Moore said. "But during this time I was able to witness the way my wife handled it. And she handled it so well."

At night, when she couldn't sleep because of the pain, she would read and pray. "God gave her a peace about what was going on and Ann carried that peace throughout her cancer journey," he said. "It's that peace that finally God granted me."

Her death left him with a different sense of purpose. "Really, my purpose in life is to serve and that's the purpose of all of us," he said. "The benefit of serving and self-sacrificing and putting your own desires aside to help someone else is that kind of peace and joy. I miss her and I am sad at times, but that peace is always there."

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I Am Second is a web-based initiative documenting the video stories of personal struggle, transformation and hope of celebrities, such as former Indianapolis Colts coach [Tony Dungy](#), and everyday people. To complement the website, billboards, internet ads and TV and radio spots began to spring up over the weekend in the Tri-State area.

The [I Am Second](#) website launched in the Dallas-Fort Worth area in December 2008. The Tri-State area is the third market to welcome the I Am Second campaign, which launched in Orlando, Fla., in September 2010. Evansville organizers are confident that I Am Second will impact their community much like it has around the world. I Am Second founders have received thousands of letters detailing how the movement has changed lives, ranging from healing relationships to helping overcome addictions.

I Am Second has more than 50 films addressing a variety of topics including abuse, racism, selfishness, divorce, addictions, fame and the search for meaning and satisfaction in life. Celebrities featured include 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](#).

One of [I Am Second](#)'s goals is to connect those seeking answers to life's questions with local groups, something Tri-State organizers will work to do. I Am Second has developed [small group materials](#) to accompany the videos, which are available free of charge. Residents can visit <http://www.iamsecond.com/getinvolved> to find a group in their area as well as other opportunities to get involved.

I Am Second was founded by e3 Partners Ministry, a donor-supported organization based in Plano, Texas, helping people in more than 35 countries with tools, training and teams from the United States for Christian outreach. For more information about the I Am Second movement, visit <http://www.iamsecond.com>.

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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 movement is available at <http://www.iamsecond.com/media>.