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FOR IMMEDIATE RELEASE

Is Evangelism Dead in our 21st Century, Technology-Driven Culture?

Jay Lowder says social media offers new opportunities to share Gospel

WHAT: No longer are hand-written notes and phone calls the norm. Today's friendships are centered on wall posts, text messages and tweets. As a result, reaching out to the lost in our culture is no longer focused on handing out tracks on the street corner.

WHO: [Jay Lowder](#) has been a full-time evangelist for more than 20 years. Founder of Jay Lowder Harvest Ministries, he has participated in more than 350 crusades, rallies and conferences around the world. Through this, Lowder has seen the evolution of the role of the evangelist since the days of Billy Graham, perhaps the most well-known evangelist of the last century.

Lowder is an expert resource to talk about the changing trends in evangelism and how Christians can embrace new technologies to share the Gospel.

WHEN: By appointment

WHERE: By phone or live, via studio from Dallas, Texas

DETAILS: Though the methods of evangelism have changed, the message has not.

Social media tools provide an opportunity to share our thoughts and what is most dear to us 24/7, but ultimately, it is the message being sent via Facebook, Twitter and blogs that captures the attention of friends and followers and begins to build relationship – even between people who have never met.

Social media relationships can open up doors to share what God has and is doing in an individual's life. Lowder believes that one of the most effective ways to reach people is through personal testimony. People can debate Scripture all day, but they cannot argue with a personal testimony.

Lowder and his ministry utilize social media to connect with people all over the world, including [YouTube](#), [Facebook](#), [Twitter](#) and [MySpace](#). In

addition, the ministry just began a weekly video series called [“The Heat.”](#)