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FOR IMMEDIATE RELEASE

I am Second Movement Joins Forces with Acclaimed Recording Artist Matthew West: Will Provide Follow Up to Spring Tour for 'The Story of Your Life'

PLANO, Texas, Feb. 17, 2011 – I am Second, the groundbreaking movement that documents the stories of struggle, transformation and hope of celebrities and everyday people who put Jesus first in their lives, has announced a grassroots partnership with GRAMMY® nominee Matthew West for the spring tour for his latest album, “The Story of Your Life.”

“We’re delighted to announce this partnership,” said John Humphrey, project manager for I am Second. “Matthew and his band performed at our second anniversary celebration in December. It was obvious then that their music was a perfect complement to I am Second’s message. This partnership is two like-minded groups, both telling life stories, encouraging people to place Jesus first in their lives.”

The songs on “The Story of Your Life” were inspired by 10,000 stories West received from every state in the U.S. and 20 other countries. As a part of the partnership, I am Second and West have created a document called “The Healing Has Begun,” coined after one of the songs from West’s new album, and will provide it to anyone who makes a faith decision throughout the tour, allowing I am Second to continue ministry to concert goers.

“I am honored to partner with e3 and I am Second for the ‘Story of Your Life Tour’ 2011,” said West. “This tour is all about the power of a story, and discovering God’s plan for our lives. I feel that my ministry and the ministry of I am Second have a similar heartbeat and can’t wait to see how God is going to work in the lives of people everywhere our travels take us.”

West’s album tour began in the fall of 2010 and will resume this evening in Rancho Cucamonga, Calif. After beginning on the West Coast, the spring tour will continue in select markets in the Southwest, Midwest and South throughout March and into early April. It will include roughly 30 dates, with the most up-to-date schedule available at <http://www.matthewwest.com>.

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GRAMMY nominated singer/songwriter Matthew West's discography includes acclaimed releases: "Happy" (2003), "History" (2005) and "Something to Say" (2008). His latest album, "The Story of Your Life," released on October 5, 2010, and garnered attention from CNN Online, Fox News, Billboard Magazine, Country Weekly, American Songwriter and more. "The Story of Your Life" gave West the largest street week debut of his career selling over 10,000 units the first week. His songwriting credits include Rascal Flatts, Billy Ray Cyrus, Diamond Rio and more.

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](#) 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.

[e3 Partners](#) launched I am Second in December 2008 in the Dallas-Fort Worth area. The movement started in Orlando in September 2010 and Evansville, Ind., in January 2011. Additional launch cities are being planned. For more information, 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.alrcnewskitchen.com/iamsecond>.