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FOR IMMEDIATE RELEASE

Religious Broadcasters Honor e3 Partners for I am Second Movement: Multimedia Campaign Tells Stories of Transformation and Hope

PLANO, Texas, March 10, 2011 – Dallas-based e3 Partners Ministry, the organization behind the groundbreaking [I am Second](#) movement, received awards for Best Ministry Website and Most Creative Online Initiative at the 2011 National Religious Broadcasters Convention & Exposition.

I am Second tells the stories of struggle, transformation and hope of celebrities and everyday people; it has launched in three U.S. markets with billboards and other advertising and is available worldwide on the Internet.

“These awards are a testament to what can happen when we just lift up Christ and honor Him,” said Curtis Hail, president of e3 Partners Ministry, Inc. “We want to thank all our donors, our creative staff, our partners and, of course, those whose stories are highlighted on the website. They have made I am Second possible. They have helped create a movement of Second.”



John Humphrey, I Am Second project manager and director of communications of e3 Partners; Mike Jorgensen, I Am Second ministry strategist and vice president of e3 Partners; Kristie McCrary, director of public relations of e3 Partners and I Am Second; and Curtis Hail, president of e3 Partners, accept awards for Best Ministry Website and Most Creative Online Initiative from Dr. Frank Wright, president of the National Religious Broadcasters, at the 2011 NRB national convention held Feb. 26 through March 1.

The website has more than 50 videos covering a variety of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life.

“Everyone can relate to at least one of the personal stories of adversity on the I am Second website,” said NRB President and Chief Executive Officer Dr. Frank Wright. “By seeing how others have overcome their struggles through a relationship with Jesus, visitors see the hand of their loving Father drawing them to a saving faith.”

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](#).

[e3 Partners](#) launched I am Second in December 2008 in the Dallas-Fort Worth area. Since its launch, the movement has spread virally across the globe, with the website receiving more than 3 million visits from 213 countries. The movement launched in Orlando in September 2010 and Evansville, Ind., in January 2011.

The site emphasizes community in its three local markets, providing listings of churches and discussion groups, along with 24/7 access to I am Second representatives via phone, e-mail or online chat rooms in order to answer questions that might arise after viewing the site.

Additional city launches 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.iamsecond.com/media>.