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FOR IMMEDIATE RELEASE

Win or Lose, American Idol Finalist Scott McCreery is already Second Garner, N.C., native battles to win show's title this week

PLANO, Texas, May 23, 2011 – While finalist [Scotty McCreery](#) battles to be crowned the next [American Idol](#) this week, he has been telling the world that he is second. Since the beginning of the season, McCreery has been seen wearing a black I Am Second bracelet on his right wrist, showing his support for the groundbreaking [I am Second](#) movement.

[I Am Second](#) is a multimedia movement that chronicles the personal stories of struggle and transformation of celebrities and everyday people. McCreery was seen sporting his I Am Second bracelet throughout his homecoming footage aired last week, as seen in images on the website of his hometown television station WRAL-TV (<http://bit.ly/igclqj>).

“We were thrilled when we first saw Scotty wearing the bracelet at the beginning of the season, as we have never spoken with him about I Am Second,” said Mike Jorgensen, [I Am Second](#) executive director. “It is inspiring to see him confidently display his faith to millions each week. We wish him the best in the finals.”

I am Second is designed to help individuals discover hope. The [I Am Second](#) website includes authentic video stories related to a variety of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life.

Celebrities featured include American Idol Season 7 contestant Jason Castro; former Korn band member Brian “Head” Welch; child actress Bailee Madison; 2010 American League MVP and Texas Rangers outfielder Josh Hamilton; surfer Bethany Hamilton; 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 with billboards and a variety of other advertising designed to raise awareness for the [iamsecond.com](#) website. Additional media support has since launched in Orlando, Kansas City, and Evansville, Ind. Other cities are in the planning stages. For more information, visit <http://www.iamsecond.com>.