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FOR IMMEDIATE RELEASE

Director/Co-writer/Lead of Sherwood Pictures' 'Courageous' Movie Gives Personal Story on iamsecond.com Alex Kendrick says road to movies not a perfect fairytale

DALLAS – Sept. 26, 2011 – Alex Kendrick of Sherwood Pictures, creator of blockbuster independent films such as “Flywheel,” “Facing the Giants,” “Fireproof” and the latest, “Courageous,” shares his story of the ups and downs of movie success on iamsecond.com, a website featuring video stories of personal struggle, transformation and hope of celebrities and everyday people.

In his I am Second film, Kendrick, still a minister at Sherwood Baptist Church in Albany, Ga., admits that with each Sherwood Pictures movie, he has felt his own life playing out the storyline.

“It kind of unnerved me because in some ways I wasn’t sure I wanted to do another movie,” Kendrick said.

The journey to filmmaking has taken Kendrick and the Sherwood Pictures’ team on an unconventional road. After seeing how a good story could touch audiences through their first film, “Flywheel,” the team decided that perhaps this project was not a one-off. They developed “Facing the Giants,” but when no film distributor wanted to pick up the second movie for theatrical release, Kendrick became discouraged.

He soon realized he must put the film’s future in God’s hands, and a while later, Sony Pictures called requesting to release it. “Facing the Giants” opened on 441 screens and earned more than \$10 million worldwide – 100 times its production budget.

As the film’s success rose, Kendrick’s time with his wife and children suffered, forcing some hard thinking.

“God reminded me that just because I knew some truth in my head, it didn’t mean I had it all figured out in my own heart,” Kendrick said. “I needed Him as much as anybody does.”



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"Fireproof" became the highest-grossing independent film of 2008, making \$33 million at the box office. The companion book, "The Love Dare," spent 125 weeks on the New York Times bestseller list.

When Kendrick and the Sherwood Pictures' team felt called to create its fourth movie "Courageous," challenging men to step up and as fathers, Kendrick once again needed to practice what his story preached.

"God has a way knocking the pride out of you," Kendrick said. "He also has a way of using you."

"Courageous" will release nationwide Sept. 30. Two weeks before opening, the movie has ranked among the top five "coming soon" films on Fandango.com.

Whether another film is in Sherwood Pictures' future remains to be seen.

"As long as God gives me the strength and the grace to tell another story – if He's there with me – I'll do it," Kendrick said.

I am Second is designed to help individuals discover hope. The iamsecond.com website includes authentic film testimonies of "everyday" people and celebrities 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 2010 American League MVP and Texas Rangers outfielder Josh Hamilton; former Korn band member Brian "Head" Welch; surfer Bethany Hamilton; and football stars Bradie James, Colt McCoy and Sam Bradford.

Launched in Dallas-Fort Worth in December 2008, iamsecond.com quickly spread virally across the globe. To date, more than 5 million visitors from 217 countries/regions have viewed over 20 million pages on the site. The site has since officially launched in Orlando, Fla., Evansville, Ind., and Kansas City, Mo., with other cities planned for the future.

The I am Second movement is readying for the debut of its newest initiative – the *I am Second* book, slated to release from Thomas Nelson in January 2012.

For more information about I am Second, visit <http://www.iamsecond.com>. Information related to the *I am Second* book is available at <http://www.ThomasNelson.com>.

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EDITOR'S NOTE: Additional information can be found at <http://www.alrcnewskitchen.com/iamsecond>. For review copies of *I am Second* or interviews, contact Kristin Cole at kristin@alarryross.com or 972.267.1111.