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## FOR IMMEDIATE RELEASE

### I am Second Creators Inspire Newsboys For Final Song on 'God's Not Dead' Album:

'I am Second' Track Proclaims God is First, Reunites DCTalk's Tait and Max

PLANO, Texas, Nov. 15 – Creators of [I am Second](#), a website featuring video testimonies of personal struggle, transformation and hope of celebrities and everyday people, are teeming with excitement that the GRAMMY®-nominated and Dove Award-winning band Newsboys have included the song *I am Second* on their newest album [God's Not Dead](#), releasing today.

Norm Miller, chairman of Interstate Battery and one of the founding visionaries behind I am Second, inspired Michael Tait and the rest of the team to write the lyrics of the *I am Second* song, which embody the I am Second movement with..... *I am second to One / Redeemer, The Way, The Light / I am Second to One / And He is Second to None.*

The logo for 'I AM SECOND' in a white, hand-drawn, uppercase font on a black rectangular background.

"This *I am Second* song represents one more opportunity to share the vital message of what it means to be second to God," said John Humphrey, project manager for I am Second. "We are thrilled that Newsboys would choose to close out *God's Not Dead* with this track and hope their fans are impacted by the powerful truth the lyrics represent."

Labeled the edgiest cut on *God's Not Dead*, the *I am Second* song features former DCTalk member Kevin Max and is already receiving praise from reviewers.

"The highly energetic *I Am Second*, my No. 1 favorite off Newsboys' latest worship album, again features Kevin Max, speaking of how 'we are second to one,' Jesus Christ ... *I Am Second* is a track that will have you playing the album all over again!" said reviewer Jay of [JaysMusikBlog.com](#).

[NewReleaseTuesday.com](#) Official Reviewer SarahFreak lauded, "The album finally comes to a close with the standout track *I Am Second*, which could very well be one of Newsboys best songs of their over two-decades-long career ... While it's a masterpiece from a musical standpoint, the surrendered lyrics are what steal the show, making this a wholly abandoned way to end an outstanding record."

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I am Second will be partnering with Newsboys on their 65-city tour, which begins in January, working with the band to provide pre- and post-concert outreach and follow-up in the regions they are performing.

For more information about Newsboys' *God's Not Dead*, visit <http://www.newsboys.com>.

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](http://iamsecond.com) quickly spread virally across the globe. To date, the website has seen more than 5.5 million visitors from 217 countries/regions who have viewed over 20 million pages and films on the site. The site has since officially launched in Orlando, Fla., Evansville, Ind., and Kansas City, Mo., with several other cities planned for the future. I am Second's newest initiative, the *I am Second* book, is slated to release from Thomas Nelson in January 2012.

For more information about I am Second, visit <http://www.iamsecond.com>.

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**EDITOR'S NOTE:** For additional information about I am Second, visit <http://www.alrcnewsKitchen.com/iamsecond>.