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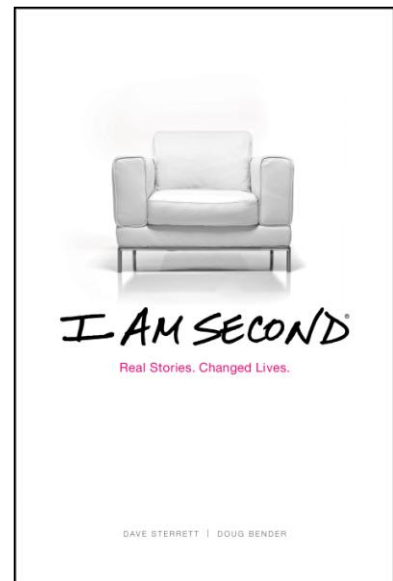
iamsecond.com Celebrates the Release of the 'I am Second' Book with Online Party

Webcast to feature celebrity Seconds, GRAMMY-nominated Newsboys

DALLAS, Jan. 10, 2012 – iamsecond.com, a website featuring video stories of personal struggle, transformation and hope of celebrities and everyday people, will host an online launch party on Jan. 15 for the national release of the ministry's latest outreach tool, the "I am Second" book from Thomas Nelson, Inc.

The event, which will broadcast on iamsecond.com beginning at 7:30 p.m. CST Sunday, will feature special appearances by several Seconds whose stories are chronicled on the website and in the "[I am Second](#)" book, including former Korn band member Brian "Head" Welch, actress Bailee Madison, skateboarder Brian Sumner, sports reporter Tamara Jolee and I am Second Ambassador Chris Plekenpol.

In addition, GRAMMY®-nominated and Dove Award-winning band Newsboys, who have included the song "I am Second" on their newest album "[God's Not Dead](#)," will take part in the celebration along with worship leader Todd Agnew, Christian rapper Sean Little and magician Jim Munroe.



"We continue to be amazed at what God is doing through I am Second," said Mike Jorgensen, I am Second Director at e3 Partners, the organization behind the movement. "This is sure to be an all-star event to celebrate one more milestone. We hope many of our friends around the world who have been impacted by I am Second will join us for this exciting time by tuning into the webcast and sharing the book with others."

The "[I am Second](#)" book further chronicles 22 iamsecond.com video testimonies including 2010 American League MVP and Texas Rangers outfielder Josh Hamilton; surfer Bethany Hamilton; "The Biggest Loser" season six winner Michelle Aguilar; Ultimate Fighting Championship star Vitor Belfort; GRAMMY® award-winning artist Michael W.

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Smith; and St. Louis Rams quarterback Sam Bradford. Alongside each story, which show the redemptive power of the gospel to rescue us in the greatest depths of our human need, readers are given study group questions and an offer to view related testimonies to find the freedom Christ offers.

“Though just released, we have already received great response to the ‘I am Second’ book from readers, some who were previously unaware of the movement,” said Bryan Norman, associate publisher, nonfiction trade group at Thomas Nelson. “The stories of I am Second are raw and real, and touch people on a personal level because they deal with the darkest moments of the human experience.”

[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.

Launched in Dallas-Fort Worth in December 2008, [iamsecond.com](#) quickly spread virally across the globe. To date, the website has seen more than 6 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.

For additional information about I am Second and the book, visit <http://www.iamsecond.com> or <http://www.ThomasNelson.com>.

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EDITOR'S NOTE: Media 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.