

To Save A Life Devo2Go™

A unique, interactive audio devotional for teens,
as shown in the movie To Save A Life



Like *The Love Dare* from the *Fireproof* movie, demand for the new Devo2Go devotional will be driven by the film's success with teens. Devo2Go is the next exciting new product designed to meet teens where they live—with audio downloadable to an iPod or other MP3 player, plus web-friendly devotional content. The coordinating, prompted journal can be used in its printed form or even online with intuitive links to web content. This interactive, audio-based devotional helps the listener fall in love with God and develop a daily quiet time. The 36 sessions are organized by week and are presented by different youth ministry "Guides." Each week features six daily devotional sessions, each with a Scripture-based lesson and questions designed to challenge and encourage teen listeners.

DEVO2GO GUIDES:

- **Jim Britts:** *To Save A Life* screenwriter and seasoned youth pastor
- **David Hasz:** Speaker and executive with the youth ministry, *Teen Mania*
- **Zach Hunter:** Teen activist and author of *Be the Change*
- **Megan Hutchinson:** Veteran youth leader and author of *Life Hurts—God Heals*
- **Brooklyn Lindsey:** Youth leader and author of *Confessions of a Not-So-Supermodel*
- **Miles McPherson:** Senior pastor of The Rock church and former NFL player
- **Leeland and Jack Mooring:** Members of the popular band *Leeland*

Narrated by Josh Weigel, who plays youth pastor Chris in the movie *To Save A Life*

- Demand for this product will be driven by product mention and placement in the *To Save A Life* film
- Audio devotions led by "teen ministry guides" who understand the challenges teens face
- Contributors include well-known ministry leaders, authors and even band members with both expertise and appeal in the teen market
- Audio CD can be downloaded to an MP3 player
- Coordinating, prompted journal to record thoughts and build a daily habit of Bible reading and prayer
- Teens will be encouraged to entrust their lives to God and develop a relationship that is both wholehearted and transparent
- Our partnerships with major youth ministries and over 80 advanced showings of the film will increase traffic to your store!
- **National movie marketing campaign will drive demand—see reverse side for details**

Available: October 2009

Category: Mixed Media

Price: US \$14.99

Audio: CD-ROM in MP3 format

ISBN 978-0-9823744-5-0

Trim: 6 ¾ x 6 ¾

Rights: Worldwide

Why *To Save A Life* Will Be the Next Big Movie to Drive Traffic to Your Store!

- Advanced showings in 80 of the top metro areas, including screenings at major youth and pastor conferences, such as National Youth Ministry Conference, Spirit West Coast, Catalyst, Shift, Biola Media, DCLA, YS One Days and more!
- Movie release in 400 to 1000 theaters in Jan/Feb 2010
- Audience rating of 9 out of 10 by over 2000 reviewers
- Social networking on Facebook, Twitter, Ning and more
- Partnerships with major youth ministries
- Print and online advertising with *Youth Worker Journal*, *Group*, *Outreach Magazine* and more
- Outreach, Inc. to begin marketing campaign in Fall 2009 to over 200,000 churches, helping to drive traffic into retail stores.

KEY DATES:

SUMMER 2009—Advanced showings of the movie begin at 80 of the top metro areas, including youth and pastor conferences

SEPTEMBER 2009—Marketing campaign begin for all *To Save A Life* products.

OCTOBER 2009—National movie marketing and ad campaign begins.

OCTOBER 15, 2009—Youth curriculum, novel and Devo2Go products available.

JANUARY 2010—MOVIE RELEASES IN 400 – 1000 THEATERS NATIONWIDE

MAY 2010—Church movie events in over 10,000 locations will drive demand for products

HOW TO MEET THE DEMAND

DATE	MOVIE CAMPAIGN EVENT	PRODUCT TO HAVE IN STORE	DELIVERY DATE
October 2009	Movie marketing and ad campaign begins.	Stock up for Christmas gift-giving and to meet the needs of youth workers who prescreened the film. Order Curriculum Kit, Devo2Go Devotional, Novel, & Student Kit.	10/15/2009
January 2010	Movie release in theaters	Restock Curriculum Kits, Devo2Go, Novel and Student Kits. Order apparel & gift items.	12/20/2009
May 2010	Church movie events begin in thousands of churches	Order more products to support the over 10,000 youth groups showing the film and beginning the study.	4/15/2010

This is one of the most incredible movies I have seen in a long time. Certainly not your standard "Christian film." Vitaly important subject. The approach is raw, but to be less so would be unrealistic.

—Tim Way, Divisional Merchant Manager,
Family Christian Stores



*This movie is powerful, and I believe has a great ministry ahead of it. I'm so glad you'll be showing *To Save A Life* at ICRS. Retailers need to see this. Excellent feature films are important traffic builders for CBA stores—attracting new customers and demonstrating to youth, youth leaders, parents, and grandparents that Christian retail has much to offer them not only in music, but film and wholesome entertainment.*

—Bill Anderson, President-CEO,
Christian Bookseller's Association



To Save A Life is all about reaching the people Jesus came for – the hurt, lost and lonely. A must-see for every youth group and a must-do devotional if we really want to our ministries to be the hands and feet of Christ.

—Megan Hutchinson, MA Minister to students,
Saddleback Church & co-author,
Life Hurts God Heals and *Secret Survivors*



*I just wanted to touch base with you on *To Save A Life*. I watched it with my teenage son. He was very impacted by it and told me he thought every junior high and high school student should watch it. He told me that there are kids at his school that are like Roger and that this movie makes him want to reach out to those kids. It is definitely an edgy film, but I think it accurately reflects high school life...I would buy this DVD so my son could watch it with his friends. He is always searching out new ways to share Christ, and because he goes to a public high school, he has plenty of opportunities. Thank you for making this film that is so relevant to today's teens!*

—Nancy Randise, Sales & Marketing Coordinator,
The Parable Group