

To Save A Life Student Kit

Complete set of teen-friendly resources based on 2010's biggest independent film for youth!



* Product Images Not Final

With over 15,000 youth leaders and teens watching the film during advanced showings in Fall 2009, demand for these movie-oriented resources will drive customers to retailers looking for these branded products.

TO SAVE A LIFE STUDENT KIT INCLUDES:

- **Devo2Go Audio Devotional**—Like *The Love Dare* from the *Fireproof* movie, demand for the new Devo2Go devotional will be driven by the film's success with teens. This exciting new product features 36 audio devotionals downloadable to an mp3 player, and a coordinated prompted journal. Each week's devotionals are led by a well-known youth ministry guide and feature six daily scripture-based lessons designed to challenge and encourage teen listeners.

Devo2Go Youth Ministry Guides Include:

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: Author of *Life Hurts—God Heals*

Brooklyn Lindsey: Author of *Confessions of a Not-So-Supermodel*

Miles McPherson: Senior pastor and former NFL player

Leeland and Jack Mooring: Members of the popular band *Leeland*

- A copy of the **How To Save A Life: Dare to Make Your Life Count** non-fiction book.
- Movie-themed leather-like **Slap Bracelet**
- **Friend Stickers** teens can give to one another for encouragement

- Includes products sure to increase sales: a cutting-edge devotional/journal combo, a powerful inspirational book for teens, and two fun bonus gift items—a movie-themed slap bracelet and colorful stickers for teens to encourage their friends
- Teens will be encouraged to entrust their lives to God, and develop a relationship that is both wholehearted & transparent
- Partnership with major Youth Ministries and over 80 Advanced Showings of the film will increase traffic to your store
- Audio devotional contributors include popular rock band members, ex-NFL athlete, book authors, and ministry leaders with both expertise and appeal for the youth market
- Non-fiction book helps teens take the next step in spiritual growth by acting like Jesus and crossing social boundaries to share God's love with the hurting, lonely, lost and hopeless people in their school and community.
- National Movie Marketing Campaign will drive demand—see reverse side for details

Available: October 2009

Category: Mixed Media

Price: US \$27.99

Audio: CD ROM in mp3 format

ISBN 978-0-9823744-4-3

Trade Paperback

Devo2go journal: 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 2009—Youth curriculum, novel and Devo2Go products available.

DECEMBER 2009-JANUARY 2010—MOVIE RELEASES IN 400 – 1000 THEATERS NATIONWIDE.

**To Save A Life: Daring to Make Your Life Count* book release.

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, non fiction book & 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