

To Save A Life T-shirts

Lifestyle apparel: A t-shirt can't change the world, but what you do while wearing it will.



Guys



Girls



Unisex

Teens, Parents and Youth Workers will be looking for *To Save A Life* movie-related apparel when the film comes to theaters in January 2010. They'll want to show that they are joining the movement to make a difference in their world by reaching out to others with God's love. With the cool design, comfortable fit and relevant message, the T-shirt is sure to appeal to both movie-goers and non-movie goers alike.

All T-shirts include this message screen-printed on the inside back:

Can a T-shirt change the world? No, but the person wearing it can. *To Save A Life* is a movement about the difference you can make when you use your influence and time for others—whether in your family, neighborhood, campus, church or world. Some people are just dying to be heard and accepted. Be the person who takes the time to show people they have value. When you put on this shirt, or any shirt, put on hope, faith, kindness and love.

- Partnership with major youth ministries, over 80 advance showings of the film, and a targeted theatrical release to major markets across the country will increase traffic to retail stores.
- National Movie Marketing Campaign will drive demand—see reverse side for details
- Great way for teens to make a statement about their decision to make their life count.

Available: October 2009

Category: Apparel / Clothing

STYLE #1: GUY'S FASHION T-SHIRT
Material: Soft. 30-single combed cotton with a more modern fit and feel
Design Elements: Black with 4-color front, 1-color message on inside back.
Sizes: S, M, L, XL, XXL
Price: \$14.99

STYLE #2: GIRL'S FASHION T-SHIRT
Material: Super soft and comfy with a cap sleeve. 30 single combed cotton
Design Elements: Black with 4-color front, 1-color message on inside back.
Sizes: S, M, L, XL, XXL
Price: \$17.99

STYLE #3: UNISEX PROMOTIONAL T-SHIRT
Material: unisex fit with a soft cotton finish. 20-single carded cotton
Design Elements: White with 4-color front, 1-color message on inside back.
Sizes: S, M, L, XL, XXL
Price: \$11.99

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 begins 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: Dare 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
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.
January 2010	Movie release in theaters	Restock Curriculum Kits, Devo2Go, Novel and Student Kits. Order apparel, non fiction book & gift items.
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.

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