

I Am Second

I Am Second is a storytelling organization presenting compelling short films and written content that integrates a message of hope and faith. In a culture where most seek to be first, the “I Am Second” message is so counterculture that it has captured the attention from people of all walks of life and inspired them to find hope from destructive lifestyles.

Created by e3 Partners in collaboration with Norm Miller, chairman of Interstate Batteries, I Am Second officially launched in December 2008 in the Dallas-Fort Worth metroplex. Using billboards and multimedia featuring the simple phrase “I Am Second,” the campaign led the curious to a multimedia website with raw and inspirational short films of individuals who overcame struggles to find peace and purpose. Simultaneously, the website, iamsecond.com, went live featuring more than 15 intimate and unfiltered films sharing stories of athletes, actors, models, musicians, cultural influencers and everyday people.

Since its conception, I Am Second has heard from individuals all over the world whose lives have been changed because of the stories on iamsecond.com. In just over 11 years these stories have been viewed more than 120 million times by people in over 230 countries/territories.

Stories are the heart and soul of I Am Second. The films from I Am Second address an array of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life. No matter the topic, each story begins at the same point—the moment an individual realizes they can no longer lead life on their own.

A variety of well-known individuals have sat in the iconic I Am Second white chair and declared they are “second” including:

- Korn band member Brian “Head” Welch;
- Three generations of the “Duck Dynasty” Robertson Family - Phil, Kay, Jep and Reed;
- Former NHL player Mike Fisher and wife Carrie Underwood, seven-time GRAMMY® Award winner;
- Star home improvement experts and entrepreneurs Chip and Joanna Gaines;
- Surfer Bethany Hamilton;
- Television host, actress and singer Kathie Lee Gifford;

- "American Idol" contestants Jason Castro and Danny Gokey;
- Country artist Josh Turner;
- Model, actress and speaker Kathy Ireland;
- Hip-hop artists Lecrae and Propaganda;
- Olympic Gymnast Shawn Johnson;
- "The Bachelor" Sean Lowe;
- Actress Bailee Madison;
- NASCAR Daytona 500 winner Trevor Bayne; and
- Baseball players Albert Pujols, Paul Goldschmidt and R.A. Dickey.

Beyond the website, I Am Second has a presence through its content and sponsorships at unexpected places, such as the Vans Warped Tour, NASCAR races, concerts, and MLB and NHL games. In addition, I Am Second-produced "Loud Krazy Love," a feature documentary on the life of Korn guitarist Brian Welch, is currently distributed through Showtime Networks.

I Am Second is more than a film-watching experience; it's also a pathway of spiritual growth. Through its Live Second tools and resources, the organization helps people grow their faith journey through challenges, community with others, and opportunities to serve. This includes three books including: "I Choose Peace" and "Live Second." A fourth book, "I Found Love," is scheduled for a January 2021 release.

Another application of I Am Second is as a lifestyle. The organization allows for people to express their desire to live for God and others by wearing apparel and its signature I Am Second wristbands to start conversations with others. But people go even farther, using the I Am Second phrase as daily encouragement via tattoos, on uniforms, and other places as they work, play and live out their faith. It shows up in what they post, tweet, write, photograph and film. Any place that they can express themselves.

Internationally, I Am Second is active with web applications in French (Je Suis Deuxieme) and Spanish (Yo Soy Segundo), along with local event activities in multiple countries, including South Africa, Canada and Colombia.

For additional information, visit <http://www.iamsecond.com>.