

Q: What is I am Second?

A: I am Second is a non-profit founded in 2008 by e3 Partners in collaboration with Norm Miller, chairman of Interstate Batteries. I am Second utilizes powerful and raw films on iamsecond.com to chronicle the authentic and personal stories of struggle and transformation of celebrities and “everyday” people. Designed to give hope to the lonely and the hurting, help from destructive lifestyles, and inspiration to the unfulfilled, I am Second is intended to assist individuals in finding purpose in life. It is a movement meant to inspire people of all kinds to put God and others before themselves.

Q: How did I am Second begin?

A: The initial concept for I am Second came about as a collaborative effort between e3 Partners and Dallas businessman Norm Miller, chairman of Interstate Battery, who desired to develop a campaign which could share hope in a effective manner with the Dallas-Fort Worth area. Under the direction of e3, I am Second was officially launched December 2008 with roadside billboards featuring black-and-white photos – some of well-known celebrities and others of “everyday” people – with the words “I am Second,” driving curious seekers to a multimedia website with raw and powerful short films of individuals who overcame struggles to find peace and purpose.

Q. What has been I am Second’s impact?

A. Because of the viral nature of the movement, it is hard to determine its exact influence. I am Second has received emails and letters from individuals all over the world whose lives have been changed because of the powerful stories on iamsecond.com and the concept of living second. Since its launch, the iamsecond.com website has received more than 10 million visits from 219 countries and territories as far away as Burundi, the Fiji Islands and Myanmar. The films have received a total of more than 20 million views. More than one-half million people “like” the I am Second Facebook page.

The movement has officially launched with advertising and grassroots efforts in Orlando, Fla., Evansville, Ind., Kansas City, Mo., and Nashville, Tenn., with several other cities planned for the future. I am Second has also released two books, “I am Second: Real Stories. Changing Lives.” and “Live Second: A Daily Guide to Live a God-honoring Life.” It’s Spanish counterpart, yosoysegundo.com, launched in February 2013.

Q: What sort of struggles does I am Second address?

A: I am Second films touch on a variety of struggles and topics including death, abuse, racism, selfishness, divorce, anger, relationships, work, self-esteem, war, forgiveness, addictions, fame and the search for meaning and satisfaction in life.

Q: How are the individuals selected for I am Second films?

A: I am Second leadership searches for individuals with authentic, transformational stories relevant to everyday people. Several celebrities have declared themselves Second and recorded films for iamsecond.com including former Korn band member Brian “Head” Welch; New York Times bestselling author Eric Metaxas; baseball players Albert Pujols and Josh Hamilton; surfer Bethany Hamilton; American Idol Season 7 contestant Jason Castro; model, actress and speaker Kathy Ireland; hip-hop artists Lecrae and Propaganda; child actress Bailee Madison; and NASCAR Daytona 500 winner Trevor Bayne, to name a few. In addition, I am Second has discovered a number of ordinary individuals with extraordinary and inspiring life stories who are featured on the website. Through relationships, I am Second continues to feature people who exemplify and embody the movement.