

Backgrounder: I am Second Movement

I am Second is a movement centered on storytelling through powerful short films with a significant message. 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.” Simultaneously, the website, iamsecond.com, went live featuring raw and powerful films of athletes, actors, musicians, pastors and “everyday” people sharing their personal struggles and stories of hope found through putting themselves second to God.

Since its launch nearly five years ago, the impact and growth of the I am Second movement has been phenomenal.

A variety of individuals have sat in the iconic white chair and declared they are “second” including Korn band member Brian “Head” Welch; surfer Bethany Hamilton; American Idol Season 7 contestant Jason Castro; country artist Josh Turner; model, actress and speaker Kathy Ireland; hip-hop artists Lecrae and Propaganda; child actress Bailee Madison; NASCAR Daytona 500 winner Trevor Bayne; and baseball players Albert Pujols, R.A. Dickey and Josh Hamilton, to name a few.

To date, the website has received more than 10 million visits from 219 countries and territories. The films, which address an array of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life, have received a total of more than 20 million views. More than one-half million people “like” the I am Second Facebook page. In September 2013, I am Second released its 100th film.

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.” Additionally, the Spanish website, yosoysegundo.com, debuted in early 2013.

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