

FOR IMMEDIATE RELEASE



NEWSBREAK

**NEWSBOYS REACH EVENT
DRAWS CAPACITY CROWD**

**15,000 PACK TUCSON ELECTRIC PARK
EVENT BENEFITTED FROM TEAM INCLUDING
FAMILY LIFE RADIO, 25 LOCAL CHURCHES, 150
VOLUNTEERS, AND CHIC-FIL-A**

November 18, 2008

Brentwood TN: Newsboys and Global Tribe debuted their Reach event Saturday night, November 8, in Tucson, AZ, where more than 15,000 people packed Tucson Electric Park, the home for spring training for the Arizona Diamondbacks and the Chicago White Sox. More than 600 people responded to the Gospel message from Newsboys front man Peter Furler and were counseled by church volunteers who also directed them to connect with a church in their area.



The fans came early, standing in line to enter starting at at 8:00 a.m. with gates opening at 5:00 p.m. Reach is designed specifically to have no admission cost, eliminating all barriers for people to attend. This made it possible to bring friends, family, neighbors, and co-workers who might not otherwise attend church. Family Life Radio and Churches in the community were energized by Newsboys providing such a night of ministry, inspiring their partnership in the night to impact their community.

Reach was launched in, partnership with Family Life Radio and more than 25 local churches who provided 150 volunteers and helped promote the unique evangelistic event in their community. Law Enforcement officials reported major traffic snarls on Interstate and surface roads as fans arrived for the event. Park manager, Gilbert Wilson, said it was the third largest event at the facility.



The heart of REACH is to be a resource for local churches to impact their communities with the message of Christ at a time when young adults are leaving the church in large numbers.

According to a LifeWay Research report in USA Today "Protestant churches are losing young adults in 'sobering' numbers, a survey finds. Seven in 10 Protestants ages 18 to 30 — both evangelical and mainline — who went to church regularly in high school said they quit attending by age 23, according to the survey by LifeWay Research. And 34% of those said they had not returned, even sporadically, by age 30. That means about one in four Protestant young people have left the church."

Raising the urgency to impact young generations was the Fox News report this week. "Ads proclaiming, 'Why believe in a god? Just be good for goodness' sake,' will appear on Washington, D.C., buses starting next week and running through December. The American Humanist Association unveiled the provocative \$40,000 holiday ad campaign Tuesday." REACH provides reason to believe, and on that cool night in Tucson, 600 did just that to the thunderous applause of thousands.

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The event was specifically designed to invite attendees to respond to a message by Newsboys front man Peter Furler. The local church volunteers interacted with the people who responded for prayer and counseling as well as to assist them with assimilation into a local fellowship for continued growth and relationship.

Also participating in the event was Gospel Rescue Mission (who reported receiving more food than at any other collection, estimated at 5 tons, enough to last beyond Christmas), Teen Challenge, Fellowship of Christian Athletes, Chaplains from Davis-Monthan Air force Base, and Good News Tucson, Adding more to the live event were the several vendors that lined the mezzanine, creating a festival atmosphere.

IN THEIR OWN WORDS

*"Having 14,000 people at the Reach event was great, but the most exciting aspect was watching hundreds get out of their seats and respond to the Gospel," said **Newsboys lead singer Peter Furler**. "Equally gratifying was all the churches in the community coming together for one night to impact their city. This is the heart of REACH, and is where we hope to see our contribution in the foreseeable future."*

*"The idea of REACH, a ministry of Global Tribe, is to present a clear and compelling Gospel message in the international platform of newsboys in a partnership with local radio and churches," says **Global Tribe Director Robert Michaels**. "The design is to not allow a ticket price to be an obstacle for anyone to attend. Each REACH event is supported by Global Tribe ministry partners, making it possible for us to open the doors to all who would come. In working closely with Family Life and the local churches and ministries, it was truly a united effort to reach Tucson. We are already in the early stages of planning more events."*

***Pastor Bryan Lee from Pantano Church** believes REACH had an impact on the city. "The Reach Event with the Newsboys was a catalyst to engage the Christian community in Tucson with Jesus, the body of Christ, and the unreached in our city. Amazing music, hearts crying out, helping hands, lives changed...overall a powerful evening in the desert."*

***Dr. Randy Carlson, President of Family Life Radio**, said of the event: "As a result of the effort of 100's of volunteers and staff, Reach Tucson has set a Family Life Radio record – it's the largest event in our ministry history and fulfillment of our Community Transformation strategy."*

What a great night for our city and for all who came. I know that many lives, young and old alike will be forever changed through this outreach. It was more than a concert, it was a REACH into our city to touch the lives

*of many looking for answers and hope in the midst of confusion and uncertainty. Thank you Newsboys Reach team for coming and blessing our city, we look forward to hosting you again soon!" **Pastor Bob Sawvelle, Tucson Area Christian Fellowship**.*

*"It was great partnering with family life radio, global tribe, and the newsboys to impact our community. We were completely blessed and amazed by the turnout - an estimated 15,000 attended," commented **Matt Hountz owner/operator Chick-fil-A and Diane Kephart, marketing director**. "We are also grateful that we were able to work out advanced seating for our military families to thank them for their service and sacrifice. It was wonderful to see the community come together to make the event a great success and we look forward to the next one!"*

About Global Tribe

Founded in 1992 by Anthony Walton, Global Tribe www.globaltribe.com is based in Nashville TN, and is the parent ministry for REACH events. Global Tribe has a threefold mission:

- To focus on International aid to impoverished areas as a mobilization relief ministry that partners with existing organizations in country. It currently has extensive work in Baja, Mexico, partnering with Baja Christian Ministries, as well as work in Fiji, Uganda, Haiti, and the Global Tribe Children's home and School in India.
- To sponsor REACH concert events to support the ministry of local churches in partnership with the church community, local radio, and parachurch organizations.
- To identify and mentor emerging young leaders to help in the development of creative new ministry tools and concepts..

About newsboys

With five gold albums, sales exceeding six million units, more than 20 No.1 radio hits, and a mantle of Dove Awards as well as Grammy nominations, newsboys has achieved phenomenal success in its near two decades together. Known for its amazing live performances and groundbreaking tours, the band continues to sellout festivals and concerts worldwide, satisfying diehard fans and winning new ones in the process. newsboys fourteenth record, GO, debuted at No. 51 on the Billboard Top 200 chart. For more information visit www.newsboys.com.

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