

# Lifest 2010

**Media Contact:**  
Tammy Borden  
[tammy@lifepromotions.com](mailto:tammy@lifepromotions.com)  
920-738-5588

July 7-11, 2010  
**Sunnyview Expo Center**  
**Oshkosh, Wisconsin**

## **PRESS RELEASE**

### **LUIS PALAU OUTREACH AT LIFEST**

Oshkosh, WI • The 12th annual Lifest, a five day Christian festival is being held July 7-11, 2010, at the Sunnyview Expo Center in Oshkosh, WI. As part of the 2010 event, a free massive Luis Palau Outreach at Lifest is planned for Sunday, July 11<sup>th</sup> from 11:00AM – 1:00PM

Life Promotions is in the process of contacting hundreds of churches in Wisconsin, with a goal of having more than 200 participating churches and dozens already on board from varying denominations. This outreach may prove to be the largest ever held in the area. Bob Lenz, founder and president of Life Promotions and Lifest, has been trying for more than three years to get Luis Palau to come to Wisconsin. *"He has never done an outreach in Wisconsin, and there has never been a major outreach like it in our area before,"* says Lenz. *"Palau's outreaches draw thousands across the country and around the world, and we're hoping to see more than 35,000 people coming together for this free event on Sunday at Lifest."*

Testifying to Palau's impact throughout the world are the large crowds he draws. In all, Luis Palau and his ministry have reached more than 1 billion people through events and media. He has spoken in person to more than 25 million people in 72 countries. In 2004 he spoke in Minneapolis on the Capital steps to a crowd of 200,000, and in 2007 more than 100,000 attended in Omaha, Nebraska. Some of his global events have taken place in Scotland, Egypt, Rwanda, Romania, Spain, Jamaica, Peru, England, and others. One of his largest crowds ever recorded was 850,000 people in Argentina in 2008.

*"What's so cool is that so many of the area churches I've spoken with are seeing the bigger picture,"* says Lenz. *"They know that this is more than just about one Sunday of the year. It's about coming together so that we can build a community of passionate believers that will return to their churches ignited about their faith and stirred to make a difference."* Several participating churches are adjusting the time of their Sunday services, and in some cases offering to cancel their second service to encourage everyone to attend. One church is having parishioners gather at their church on that Sunday morning and bussing everyone to Lifest to participate together. When asked why he'd be willing to encourage his congregation to forego their normal Sunday service, Brent Balken, senior pastor of Lighthouse Christian Church in Fond du Lac shared, *"Even though it may cost us something, this is bigger than Lighthouse Church. It's about encouraging a spirit of evangelism and an opportunity to partner with other churches for the cause of Christ."* Those interested in becoming a participating church in the Luis Palau Outreach at Lifest are encouraged to visit the Lifest website at [www.lifest.com](http://www.lifest.com).

Palau's outstanding and significant contribution to the field of Christian communications was recognized in 2008 with the National Religious Broadcasters William Ward Ayer Distinguished Service Award. Mr. Palau has also authored close to 50 books and countless articles on issues of faith, and has counseled with business and political leaders and heads of state around the world.

The Luis Palau Outreach at Lifest will be held Sunday, July 11, 2010 from 11:00AM – 1:00PM. Admission for the entire day is free to the public, with \$5 parking and a free will offering. Music and worship will be performed by Kutless. All are welcome to attend. Information on additional speakers and artists appearing at Lifest can be found at:

**[www.lifest.com](http://www.lifest.com)**  
**July 7-11, 2010 • Sunnyview Expo Center • Oshkosh, WI**

For additional media information and interview opportunities, please contact Tammy Borden at 920-738-5588 or [tammy@lifepromotions.com](mailto:tammy@lifepromotions.com), or visit the Lifest website at [www.lifest.com](http://www.lifest.com).

Lifest Presented by:

Life! Promotions • 211 E. Franklin Street • Appleton, WI 54911 • Ph. 800-955-5433 • Fax 920-738-5587