



FIRST PRIORITY

Dear Ministry/Business/Youth and Student Leaders,

We are announcing to you, the nationwide theatrical release of *"I'm Not Ashamed - The Rachel Joy Scott Columbine Story"* this fall, October 21st. Our distributor is PureFlix.
www.imnotashamedfilm.com

What a special and important place you hold in serving God's Kingdom now as together we, His People, the Church, city by city and community by community, proclaim the Gospel to this generation. We are all looking for that special message, event, or tool to help us accomplish our joint mission. Here it is and You can bring this movie to a theater near you.

Billy Beechum | See You at the Pole prayer movement

"Wow! Amazing! This was not what I was expecting! I have quoted Rachel Scott's journals often through the years but this movie was an eye opener to me. The real story makes her life (& death) so much more powerful! I'm Not Ashamed will inspire people of any age from any background!"

As a small child, Rachel, outlined her hands on the back of her dresser and prophetically wrote, "These hands belong to Rachel Joy Scott and will someday touch millions of people's hearts." This story is so powerfully anointed by the Holy Spirit, every person who sees it is compelled to change and to act. I am so grateful to have the opportunity to ask you to join us in a grass roots effort to get this movie in every community across America. I'm Not Ashamed...the Rachel Joy Scott story, will impact every community that chooses to use it.

Brandon Rarsou | Missionary

"This movie will touch you like no other. If you don't want to **change**, don't go see this movie!"

Teresa Myers | Elementary School teacher

"I was very hesitant to go to the screening of this movie because of Rachel's tragic death and how emotional it would be. I'm so glad I did. It was emotional but this movie will help all people of all ages around the world."

Gary Gill | Deacon

"This movie changed me and it will change your life. You will leave better than when you came."



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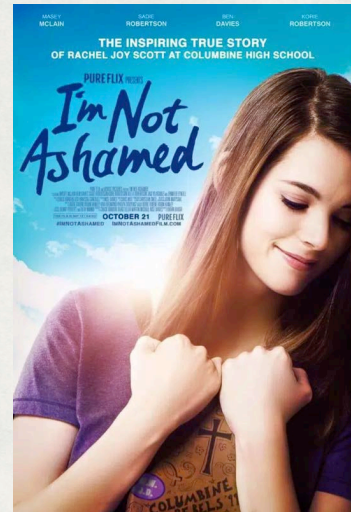
After seeing "I'm Not Ashamed" Governor Mike Huckabee said,

"This is a powerful film indeed! The reality of Rachel's impending death grips you. The actress who played Rachel was terrific and captured all the struggles that go with being a teenager and trying to live for Jesus. This movie will insure that Rachel will indeed fulfill her calling to be used of God to touch millions!"

WHAT YOU CAN DO!

Obviously, we need your prayers. We also need your help to get Rachel's story in front of as many people as possible in every city and community in America. PureFlix is targeting a minimum of 500 of the 6,000 theaters in America on opening weekend October 21st. These locations will be listed on the official "I'm Not Ashamed" website. (www.imnotashamedfilm.com)

Our desire and prayer is to be in every theater in America possible. At our request, PureFlix has given us a **10 Step Guide** for a community to bring "I'm Not Ashamed" to their local theater. These steps also outline how church, school, community and ministry groups can buy out a showing for a private audience.



Will you join us in getting this plan of action to everyone you know?

Following the **10 Step Guide** gives your community the opportunity to get a full weekend release with all the promotions that support community awareness of "I'm Not Ashamed".

PUREFLIX PRESENTS

I'm Not Ashamed

10 Steps to bring the movie *"I'm Not Ashamed"* To Your City/Community

The following is the process to bring "I'm Not Ashamed" to a city that is not scheduled for the initial opening weekend.

1. Secure a commitment of \$5,000 in ticket sales for the market. This offer will be made available to full price ticket theaters only.
2. Define the first and second theater of choice along with preferred dates and times of theater buyout showings.
3. Enlist your City Contact person who will provide the name and address of each theater to PureFlix.
4. Send an email to Ashley Kelly at Ashley.kelly@pureflix.com defining the commitment and the theater information.
5. PureFlix Booking and Distribution will secure the theater commitment.
6. Ashley Kelly will notify your City Contact of theater commitment.
7. City Contact will send the \$5,000 to be paid through the INA Group Payment Portal: payment.pureflixalliance.com/product/notashamedgrouptickets
8. Upon receipt of the payment, PureFlix Booking and Distribution will book and pay for the theater(s) buyout(s) for dates and show times.
9. Ashley Kelly will notify City Contact of purchase of the theater(s) buyout(s) for dates and show times.
10. The City Contact will be responsible for going to the theater and receiving the tickets for the theater(s) buyout(s) for dates and show times.



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Working together, "I'm Not Ashamed" will become a catalyst to bring the Church, God's people, together in cities and communities across America.

We will see

- People choose to follow Jesus
- Believers inspired to make a difference
- Families restored and Churches revived
- Communities united in their desire to share the love of Jesus

There will be an online, web based, follow up plan to engage every viewer personally, locally and globally.

What people who have seen the movie are saying:

Greg Steir | Founder and CEO | DARE 2 SHARE Ministries

"Every once in a while, a movie comes along that simply must be seen. I'm Not Ashamed is that movie. It tells a powerful story with compelling characters leading to a life-transforming reaction. One of the things that made this movie especially compelling was the spot on acting of Masey McLain (who played the role of Rachel Scott), Ben Davies (who made a great "good guy") and Cameron McKendry. All the actors were good but these three were GREAT! I would strongly encourage you to take your teenagers to this movie and plan a time afterward to unpack it. If it impacts your teenagers like it impacted the ones we screened it to, you'll be glad you did."

Geordon Rendle | President and CEO | Youth For Christ International

"The story of Rachel Scott is both compelling and redemptive. Even though it happened in 1999, I'm excited about what it's going to say to this next generation. This story is full of hope that God is always with us and for us."

Josh McDowell | Josh McDowell Ministries

"Every believer and every church needs to see "I'm Not Ashamed" the true story of Rachel Scott that came out of the Columbine High School tragedy. It is that significant for our time!"



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Mark Roberts | Director of Ministry | First Priority of America

"This movie is a must see for every Christian. Rachel's story continues to inspire people and especially students to take Christ to their campus. I can't wait to see what God does with this. Could be a huge game changer in our country."

Daryl Nuss | CEO and Executive Director | National Network of Youth Ministries

"I know that everyone of us who love young people, especially parents, pastors, and youth leaders are looking for opportunities to create meaningful conversation that will lead to life change. Everyone who cares about young people should take this opportunity to bring their community together around this movie."

Colin and Melissa Piper | Global Youth Movements | World Evangelical Alliance

"From time to time a movie comes along which speaks to and inspires a generation: The Cross and the Switchblade, Chariots of Fire and the Passion to name just a few. This could be The "I'm Not Ashamed" Generation. We hope so. Don't miss out!"

Rose Reid | High School Student (16 years old)

"Rachel's story will leave you heartbroken for her family, hungry for God, and inspired to make a difference."

David Black | Pastor, Teacher | Church in the Falls,

"This movie is a must see for everyone....It's real, it's raw, it's relatable, it's redemptive. I Loved It!!!"

Jeanna Lynn May | Christian Counselor

"This movie will challenge you to examine your life, your spiritual walk and the real difference you are making."

Dawson Black | College Student

"This movie was straight-forward and extremely powerful. Words can't truly summarize this movie."

Allison Cathey | Attorney

"I'm not sure how to put this movie into words. The message and emotions of this movie has deeply touched me."