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# news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010  
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

## FOR INFORMATION, CONTACT:

Julie Shultz 972.267.1111  
[julie@alarryross.com](mailto:julie@alarryross.com)

Jodi Cunningham  
[jodi@alarryross.com](mailto:jodi@alarryross.com)

## FOR IMMEDIATE RELEASE

# SEEKING AND FINDING THE GOSPEL THROUGH CELL PHONES: Global Media Outreach Launches Cell Phone Evangelism Platform

**Los Gatos, Calif., October 28, 2008** – Global Media Outreach today announced the GMO Cell Phone Evangelism Platform, which gives seekers a way to find the Gospel, even if they don't have or can't afford a computer.

Around the world, the use of cell phones with Internet access has increased exponentially in the last year. For example, South Africa, a nation with 40 million people, now has 30 million cell phone subscriptions. People living on as little as \$2 a day will save money for cell phone usage. Worldwide, over 1 billion people have access to the Internet, but there are 3.5 billion cell phone users.

With proven capability and documented, metric-driven reporting — the always-on, multilingual network of Global Media Outreach is making it possible for billions of people to discover and respond to the simple, saving Good News of Jesus Christ over cell phones. Seekers find a Gospel presentation on their mobile browser with GMO's built-in response system for volunteers to reply to those who e-mail the ministry.

The cell phone platform will greatly increase the number of people that can be reached with the message of Jesus' love and salvation. "With cell phone use continuing to grow worldwide, even faster than computers, the cell phone platform will expand GMO's reach to potentially 3 billion people," said Walt Wilson, founder and chairman of Global Media Outreach.

In 2007 alone, GMO saw over 1.3 million people indicate a decision for Jesus Christ through its Web sites. GMO volunteers answered more than 250,000 e-mails from people who were new believers, recommitting their lives to Jesus or seekers who still had questions. This year, GMO hopes to see more than 2 million people indicating a decision for Jesus as their Savior.

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**Note to Editors:** For more information about Global Media Outreach or to arrange an interview, please contact Julie Shultz at 972.267.1111 or via e-mail at [julie@alarryross.com](mailto:julie@alarryross.com), or Jodi Cunningham via e-mail at [jodi@alarryross.com](mailto:jodi@alarryross.com).