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# news release

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## FOR IMMEDIATE RELEASE

# **PENNIES INVESTED IN SAVING SOULS ADD UP TO 3 MILLION DECISIONS IN 2008: Ministry Reduces Cost to Share the Gospel in 2009**

**LOS GATOS, Calif., March 2, 2009** – In 2008, Global Media Outreach (GMO) presented the Gospel to **over 14 million people** (one every second), noting **more than 3 million people** (one every 11 seconds) indicate a first-time or recommitment decision for Jesus Christ. Now, in the current economic recession when every penny counts, the ministry is reaching more people worldwide with the Gospel for far less than ever before.

“For the past four years the ministry has averaged 33 cents per outreach contact to share the Gospel,” said Walt Wilson, GMO founder and chairman. “We have recently been able to secure a reduced rate of 10 cents per contact in most parts of the world to find someone searching for God, present the Gospel, see many of them accept Christ, and connect them with a trained volunteer for follow-up.”

Although the cost to share the Gospel through GMO has lowered, the organization remains committed to controlling expenses, even while experiencing exponential growth. During 2008, GMO more than doubled the visitors to their sites. Additionally, their volunteer program grew to more than 2,200 trained online missionaries who answer each e-mail and personally minister to those who seek to know Jesus.

“We are seeing people in unprecedented numbers searching for Christ as the world slips deeper into chaos,” Wilson said. “We must become even better stewards of the charitable giving investments in the ministry by continually looking for process improvements, lower costs and greater return on investment.”

The cell phone evangelism program launched by GMO in 2008 helps reach 300,000 people every month through mobile phones, including many individuals in developing and controlled countries who cannot afford a computer.

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## **GMO Reaches More with Less, page 2**

Through 11 sites, each in a major trade language covering almost the entire Internet and cell phone world, GMO expects to reach more than 30 million people this year. The Jesus2020 project brings together the vision of GMO to reach the entire world with the Gospel. “We are asking the Lord to use us in providing everyone on earth multiple opportunities to know Christ through the use of emerging technologies by 2020,” Wilson said.

Since their inception in 2004, GMO has seen the number of people making commitments to Christ grow from 21,066 people annually to more than 3 million people in 2008. GMO is a California-based ministry with a vision to give everyone multiple opportunities to know Jesus, build them in their faith and connect them to Christian communities. GMO is using Internet and other emerging technologies to effectively and efficiently convey the love of Christ and plan of salvation across the globe.

**- 30 -**

**Note to Editors:** For more information about Global Media Outreach, please visit [www.globalmediaoutreachnews.com](http://www.globalmediaoutreachnews.com). To arrange an interview with Walt Wilson, please contact Julie Shultz or Jodi Phillip at 972.267.1111 or via e-mail at [julie@alarryross.com](mailto:julie@alarryross.com) or [jodi@alarryross.com](mailto:jodi@alarryross.com).