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For Immediate Release

Faith on the Beach

Thousands of College Students to Share Gospel

Alternative Spring Break Movement Gains Ground with “Big Break”

Panama City Beach, Fla. March 4, 2002 – The first wave of students from more than 160 colleges across the nation who will come here throughout March to share their faith hit the beach this weekend for the opening week of Campus Crusade for Christ’s “Big Break.” Close to 4,000 students are expected to participate in what has become one of the leading alternative Spring Break efforts.

Last year, about 3,200 of the half-million students spending Spring Break in Panama City participated in “Big Break,” which includes basketball tournaments, music, tug-of-war, and, of course, beach evangelism. This weekend’s numbers indicate an even bigger group this year. Big Break is at the forefront of what *The New York Times* termed the “alternative spring break movement,” which includes building homes, working with AIDS patients, and cooking for the homeless.

For college-age Christians, Spring Break is a rare opportunity to step out in their convictions. “One, it helps students take their faith to the next level; and two, students get to see fellow students encounter Christ and grapple with the deeper issues of life in a decidedly real way,” Londres said. “Our students see that they really can make a difference in the lives of their peers. They have filled the God-sized hole in their own hearts and they want to tell anyone who will listen about God’s love and how exciting it is to live in Christ.”

For today’s college age men and women, desire for deep relationships influences every area of their lives. In its January 2000 report, Barna Research Group reported that, for college students, “religious participation is often motivated by relational opportunities rather than spiritual development.”

Campus Crusade for Christ is an international evangelical organization committed to helping fulfill the Great Commission (Matthew 28:18-20). Dr. Bill Bright founded the ministry in 1951 at UCLA. One of the nation’s top 10 non-profit ministries, Campus Crusade for Christ now has 21,952 full time staff and 489,000 trained volunteers worldwide serving on campuses and in community based ministries. The goal of the campus ministry is to help reach the 60 million college students of the world with the gospel. Currently, the campus ministry is involved on more than 1,100 campuses in the United States and around the world.