



Campus Crusade for Christ

National Campus Office
100 Lake Hart Dr. #2500
Orlando, FL 32832-0100
(407) 826-2500
(407) 826-2611 fax
www.CampusCrusadeForChrist.com

FOR INFORMATION CONTACT:

Nathan Dunn **407-826-2083**
Jaime Prewitt **972-267-1111**

Campus Crusade for Christ Announces Technology Center CONNECTING WITH THE SPIRITUALLY DISCONNECTED

ORLANDO, FL., November 16, 2002 – Campus Crusade for Christ, a mainstay on college campuses, has announced the creation of the Innovation Center for Technology, a major expansion of its global Internet-based outreach. By providing state of the art Internet technology, coupled with live one-on-one ministry, Campus Crusade is finding new levels of responsiveness among students, 92% of whom are wired but rarely attend church.

Thousands of students are now logging on to Campus Crusade for Christ Web sites each month to quietly check out the answers they seek to some of life's most perplexing problems. Of those Internet users who become more serious in their quest for a relationship with God, one in 48 makes a decision to follow Jesus Christ. While still in the early stages of development, hundreds are making verified decisions each month through the technology being provided by the Innovation Center.

“In the midst of disturbing reports of Christianity's declining influence in America, I am excited that the Innovation Center for Technology is poised to assist ministries in communicating the timeless message of Christ's love more effectively to today's generation,” said Dr. Bill Bright, Founder of Campus Crusade for Christ.

“With information shifting from atoms to bits, the Gospel must become a part of this natural landscape,” said Walt Wilson, founder and chairman of the Innovation Center for Technology. “The war for the souls of our young people is being fought on the network. They use technology as a way of life and we need to be there with real answers for life's most crucial questions. Our job is to bring them to the foot of the cross to find those answers.”

With backing from top executives in Silicon Valley, the Innovation Center's purpose is not developing, but adopting technology for ministry application. Then, the center immediately makes it available to churches, as well as parachurch ministries. Rather than focusing on technology, the center is focused on connecting those in spiritual need to mature believers for one-on-one ministry.

A unique part of the Innovation Center will be a series of Ministry Response Centers. These centers will allow direct interaction with those who seek more information about a relationship with Jesus Christ. The centers will provide interaction through email, instant messaging and a toll free phone line. An early concept of this approach can be seen at <http://www.everystudent.com>.

“We are gathering a skilled group of staff and interns who understand the value of leveraging technology to help reach students,” said Chris Willard, Director of the Innovation Center in Orlando.

(more)

Innovation Center/Page Two

“We expect to see a significant increase in the amount of individuals who visit these sites and who make decisions for Christ.”

The first fully-staffed Ministry Response Center will be located in Southern California, with others to follow in key cities in Europe, Asia, Latin America, Africa and the Middle East. Wilson said the effectiveness of the multiple language response centers, based on results at current Campus Crusade Web sites, will potentially lead millions to Christ, across the world. The Innovation Center for Technology is a cross-ministry, collaborative project, of Campus Crusade for Christ. Various Campus Crusade ministries are working with private-sector companies and individuals to better use technology to share the Gospel in the 21st Century.

For more information on Campus Crusade for Christ and the Innovation Center for Technology, contact Nathan Dunn at (407) 826-2083 or visit www.campuscrusadeforchrist.com.