### **Performance** Proposal

#### For Upward Awards Night Shows and Church Youth/Adult Programs

#### SYNOPSIS

Proposal by **Cutting Edge** *Innertainment* to provide entertainment in the form of a fullyrealized show including recorded announcer introduction, background music, costume, props, specialized dangerous feats, scripted dialogue, and inspirational Christian message for church denominational events, youth/adult programs, and Upward Award Celebrations.

#### <u>OVERVIEW</u>

**Cutting Edge** *Inner*tainment presents a professional, wholesome, family-oriented contemporary version of the classic **sword swallowing** and **fire-eating** shows once found on stages around the country up into the 1950s, now geared towards churches, youth conferences, Upward Awards night programs, and other Christian youth/adult events.

#### <u>MISSION</u>

#### So is it **ENTERTAINMENT** or **MINISTRY**? Or **BOTH**?

How in the world can someone combine **Sword Swallowing** with a **Christian message**?

**Cutting Edge** *Inner*tainment combines **both entertainment** *AND* **ministry** in the same program. Permit us to use the metaphor of a sword to explain it:

#### THE METHOD

Cutting Edge Innertainment strikes like a double-edged sword with a 1-2 cut -

1) On the front edge, it's *SHARP* and *FLASHY* cutting edge **ENTERTAINMENT** that catches the eye and puts the audience on the **EDGE** of their seats!

2) On a deeper level, it's Cutting Edge INNERtainment, a penetrating message that

- CUTS to the POINT,
- **PIERCES** to the **HEART**,
- *STICKS* in the *MIND*,
- and leaves a *LASTING IMPRESSION*

It's the Cutting Edge INNERtainment that gets them OUT of their seats!

Presenting the most dangerous and bizarre feats with wit, charm and style, **Dan Meyer** not only catches the eye and engages the mind, but pierces deep into the hearts of the audience to create the most personal and profound type of experience. This unique ministry reaches a wide audience across a broad spectrum that other ministries might not be able to reach, from youth to yuppies, teens to seniors, Goth rockers to bikers, including those who might never step foot in a church.

Call him an entertainer. Call him an inspirational speaker. Call him an extreme performer. **Ripley's Believe It or Not** calls him

"...one of the TOP sword swallowers in the world!"

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#### **BACKGROUND**

**Cutting Edge** *Inner*tainment founder **Dan Meyer** brings to each show more than 30 years' experience from a varied background in international ministry, variety performing, radio, television, and music.

After working as a circus clown in the late 1970s, Dan became one of the early pioneers in developing circus clowning into a clown ministry for churches. From there, Dan worked his way up to master club juggling, fire-juggling, stilt-walking, fire-eating, glass-eating, and ultimately sword swallowing.

Drawing on his background as a missionary to India, performing with missions teams around the world, working as an engineer, producer, and award-winning songwriter in the Christian music industry with the Bill Gaither Trio, touring internationally with major secular and Christian artists on national and international tours, and working in the music industry in Nashville TN, Stockholm Sweden and London England gave Dan a wealth of experience in the secular and Christian music business. It was only a matter of time before these backgrounds merged into **Cutting Edge Innertainment**.

As a professional entertainer, Dan currently holds three **Guinness World Records** in sword swallowing, and is known for swallowing up to 8 swords at once. He is a featured "**Ripley's Believe It or Not**" performer known world-wide for swallowing a 30-inch sword underwater in a tank of sharks and stingrays, a feat featured in a **Ripley's Believe It or Not** syndicated cartoon worldwide and in **Ripley's Believe It or Not** books, with exhibits of Dan and his swords displayed in **Ripley's Believe It or Not** museums around the world. In 2008 Dan was featured on multiple episodes of the **NBC** hit reality show "**America's Got Talent**" where he advanced through several auditions to the Atlanta regionals, the Las Vegas semi-finals, and the live finals in Los Angeles. In 2009, Dan won the **Christian Entertainer's Award** for live stage shows.

As **President** of the **Sword Swallowers Association International**, Dan is also known as the world's leading authority on the art of sword swallowing. His article "Sword Swallowing and its side effects" published in the **British Medical Journal** won him the **2007 Ig Nobel Prize in Medicine at Harvard**, performances on numerous Ig Nobel Tours from Harvard to Oxford, Cambridge, and lectures at science festivals and events in over a dozen countries around the world.

Through **Cutting Edge** *Inner*tainment, Dan has performed for millions of people at colleges, universities, concerts, festivals, amusement parks, churches, youth groups, Upward Awards night programs, on hundreds of TV programs, and at other events around the world. **Cutting Edge** *Inner*tainment has been reviewed and endorsed by <u>Endorsed</u> <u>Ministry Guide</u> for artistic giftedness, doctrinal soundness, and professional integrity and manageability. With over 30 years' experience as a Christian entertainer, combined with a strong background in ministry and years of experience sharing the Gospel with children and adults in ways that are powerful and unforgettable, Dan presents a memorable show audiences *NEVER* forget!

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#### THE SHOW

The standard **Cutting Edge** *Inner*tainment Christian Youth or Upward Awards Night show features real shocking feats combined with comedy and audience participation where Dan recruits volunteers from the audience so everyone feels like part of the show. Dan performs extreme feats such as fire-eating, the human blockhead, and the ancient art of sword swallowing in a professional family-oriented stage show that is designed to be **entertaining, educational, motivational, inspirational**, and **UNFORGETTABLE** with just the right touch of **comedy** to keep it light and entertaining.

**Cutting Edge** *Inner***tainment** is *not* a magic act. There are no illusions, tricks, cheats, or gaffs used during performances.\* While safety is of the highest priority and Dan has undergone years of specialized training to master the physical feats and stunts he demonstrates in each show, there is still a very real danger present in each show. While it is this element of danger that makes the show exciting for the audience, CEI works closely with safety officials to maintain a safe environment for performer and audience alike. (\* *Gaffs such as telescoping or curl-up swords may be used to introduce and expose them, but the bulk of the show consists of real physical feats and stunts using real objects).* 

#### THE PERFORMANCE

The standard **Cutting Edge** *Inner*tainment show is specifically designed for youth and young adults with **Upward** and other Christian themes in mind. Once Dan has captured the audience's undivided attention with his extreme form of comedy "*inner*tainment," he then takes the audience on a journey from nonbelief to belief, presenting the Gospel message clearly and effectively to the children and adults alike. Audience members often claim that Dan's show and message impact their lives in profound and unforgettable ways.

**Audience Demographics** - The show is a clean, wholesome and professional family show specifically designed for youth and young adults, but also designed to be enjoyed by nearly all ages, from children to seniors. While some moments of the show are suspenseful and dangerous, the show employs comedy throughout to ease the tension and make the show fun, entertaining and enjoyable for the entire audience.

**Audience Participation** - Besides following a fully-scripted outline, Dan employs years of experience in improvisation in order to interact with the audience during the show. Dan often employs audience participation onstage, but **NO** audience member is **EVER** placed in danger whatsoever, and **never** made fun of or belittled.

**Show Development** - Acts are strategically placed in show order to create a "rollercoaster" experience designed to make the audience **SQUIRM**, then **LAUGH**, then **THINK**:

- Less-dangerous acts help build tension and suspense to the more dangerous feats,
- Comedic acts and audience participation create laughs and relieve the tension,
- More dangerous feats keep the audience on the edge of their seats,
- The thought-provoking message impacts their hearts, and
- The **finale** provides the climax

The standard **Cutting Edge** *Inner*tainment Upward/Church Youth Show is typically presented in several modular sections:

- A prerecorded announcer's warning and introduction opens the show;
- **Fire-eating** Show begins with fire-eating performed to background music to grab the audience's attention (where applicable and weather-permitting).

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- **Blockhead** A light comedic act, the "Human Blockhead" is designed to keep the audience's attention, build up tension, and make the audience squirm and laugh at the same time while providing comic relief.
- **Sword Swallowing** Part educational, part motivational, part inspirational, and all entertaining, the sword swallowing segment describes the history of sword swallowing, exposes fake gaffs and cheats, explains where the sword goes within the anatomy of the human body, and demonstrates the art of sword swallowing using a variety of swords, beginning with short daggers, and working up to longer swords and/or multiple swords if desired, before closing with an audience volunteer finale.
- **Message** While still holding the audience's attention, a serious Christian message is delivered with decision call before turning the program over to the pastor.
- **Pre-recorded closing announcement** and **closing music**. (If desired, in lieu of closing announcement and music, the focus of the program can be turned over to the youth leader, pastor, or Upward Coordinator as desired).

#### THE FEATS

The feats presented are extremely difficult, pose a risk of danger to the performer, and require highly specialized skills to perform and years of training to master. Dan is a trained professional with years of training and experience behind each feat, and he performs these feats for the motivational and inspirational impact they provide to the audience. These feats should never be attempted by anyone but a trained professional, and warning disclaimers stating such are included in the prerecorded introduction, the closing outtro, and are repeated several times during the show.

Available physical acts may include, but are not limited to the following:

- Fire-Eating set to music, the performer transfers flames from torch to tongue, from tongue to torch, and extinguishes the torches by putting the flame out in his mouth.
  (Note: Fire-EATING requires only a small flame about 3"-5" in height, not much bigger than the flame on an altar candle).
- Fire-Breathing Performer blows bursts of flame from the mouth using an accelerant (Note: Because Fire-BREATHING is EXTREMELY DANGEROUS, it is NOT OFFERED as a regular part of the show, and if desired, must be specifically negotiated ON SPECIAL REQUEST IN CONTROLLED CIRCUMSTANCES UNDER SPECIAL SUPERVISION ONLY).
- Glass Eating After demonstrating that it is real, performer eats a glass lightbulb.
- **Blockhead** Comedy act using members of the audience to confirm the props are real (and provide some comic relief) performer pounds a spike into his nostril with a hammer, followed by an ice-pick or awl, and/or may run a power drill into his head.
- **Sword Swallowing** Performer swallows an assortment of swords and other objects starting with short daggers and working up to longer blades, including bayonets, sabers, rapiers, and a variety of other swords. Audience participation is employed to confirm the swords are real, and if desired, the host, event leader, local celebrities, or audience members may be used to remove the sword from the throat by hand, or for ultimate finale, by whip.

Dan is glad to work closely with event coordinators to create a fun, relaxed environment, yet carefully maintain a safe performance environment for performer and audience alike. With multiple warnings of the dangers stressed repeatedly before, during and after the show, the audience learns that these feats are not to be attempted at home and the event host is reassured of a safe, professional show.

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#### THE MESSAGE

While still holding the audience's attention, Dan delivers a serious inspirational Christian message. Depending on time allowance, audience and theme of the event, the message can include decision call, and can cover topics such as:

- Impossible/Possible- "With Got Nothing Is Impossible" (Mark 10:27, Phil 4:13)
- **Unbelief/Belief** "Seeing is Believing" (John 20:29)
- Fake/Real "Being Real Brings Belief Creates Impact"
- External Show/Internal Character "Proof is What's Inside"
- o Pride/Humility "Swallowing My Pride"
- Live by the Sword/Die by the Sword (Matt 26:52)
- Swallowing the Sword of the Spirit (Ephesians 6:17, Hebrews 4:12)
- Immortality by Ripley's/Guinness Record Books vs. Book of Life (Luke 10:20)
- Combinations of the above
- Other themes may be developed to tie in with your theme Let us know your theme so we can work with you to tie in a related message.

#### PROMOTION

**Before the show** – If arranged in advance, Dan is willing to schedule pre-show media telephone interviews with your local radio stations, newspapers or magazines (and TV interviews, schedules permitting) to help promote your show and ensure a great turnout!

**After the show** - Dan is willing to stay after the program to meet each child, youth or adult personally, and if desired, sell dogtags, postcards or T-shirts for autographs.

#### THE BENEFITS

How does a Cutting Edge Innertainment show benefit YOU and YOUR AUDIENCE?

**UNIQUE:** Completely different than anything you've ever seen before!

**QUALITY:** World-class entertainment a cut above the rest!

**OUTREACH**: Unusual show with celebrity notoriety attracts curious audiences who might never otherwise step foot in a church - Gives you a great chance at community outreach!

#### ENTERTAINMENT:

- Fresh, edgy, family-oriented Cutting Edge Entertainment Keeps audiences entertained on the edge of their seats!
- Jaw-dropping feats, side-splitting comedy, heart-piercing message Makes audience SQUIRM, then LAUGH, then THINK!

INNERTAINMENT: Life-changing MESSAGE like they've never heard it before -

Gets audiences OUT of their SEATS!

**PRESS:** Media LOVES it! Dan is willing to do media interviews before the show with your local radio/TV stations, newspapers or magazines to help promote your show!

**PERSONABLE: Kids LOVE it!** Dan is genuine, down-to-earth, and willing to stay after the show to meet your kids personally and sign autographs.

**IMPACT:** Life-changing experience **IMPACTS** lives **UNFORGETTABLE:** A memorable show your audience will **NEVER FORGET!** 

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#### <u>QUOTES</u>

The **PROOF** is what's **INSIDE!** 

Don't take our word for it - Just see what others have said!

"...He's like a Christian David Copperfield, but instead of doing magic tricks and illusions, Dan combines incredible REAL feats with a powerful message in a show that's IMPOSSIBLE to forget!" -Juergen Beck, Decatur, AL

"Dan's show brings entertainment, faith in doing the impossible, and ministry together brilliantly." -Andy Kula, Coach, Upward Unlimited, Asbury UMC, Madison, AL

"Absolutely heart-stopping, riveting with a dynamic message!" -Tom Campbell, Pastor, Shady Grove Baptist Church, Neel, AL

"Dan was awesome! His show made a huge impact, especially on the 41 children who responded!" -Joe Perry, Sports Outreach Director, Prestonwood Baptist Church, Plano, TX

"That was a show the kids will NEVER forget, and neither will the adults! It was WONDERFUL! My heart was beating so fast... It was amazing!" -Terry Lee, First Presbyterian Church, Myrtle Beach, SC

"Dan really holds the audience's attention.

We were amazed, shocked and inspired all at the same time! This is an Upward Awards Night that families will be talking about years from now! Dan is a super great guy with contagious enthusiasm! We highly recommend him!" -DeAnna McNeill, Upward Director, Friendship Church, Athens, AL

"Dan gave one of the "sharpest" presentations of the Gospel I have ever witnessed! Young and old alike were awed by his unique talents. Dan is such a genuine and caring Christian who was willing to be flexible enough to fit into our schedule. Thanks for making our event so memorable -People will be talking about it for years to come!" -DeLiska Lee, Coordinator, Faith Fellowship, Winfield, AL

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#### <u>QUOTES</u>

"Dan is an awesome entertainer with a unique gift. He's a blast to have for any youth event! Our kids were in awe and their parents were squirming! You can't get a better combo if you deal with youth ministry. great show for the whole family!" -Jim Beckner, Upward Unlimited Director, Trinity Baptist, Trinity, AL

"Dan Meyer's ability to swallow swords is tasteful and incredibly entertaining. But he has an amazing heart for people, and to me that makes Dan a rare entertainer."

-Chris Ratcliff, First Baptist Church, Paxton, IL

"Dan is great to work with! His ministry is unique and attention-grabbing. The variety of "Super-human" stunts and comedy is fantastic and his message points it all back to Christ! Want something totally different, something out-of-the-box? Spend an evening with Dan Meyer!" -Jody Hooven, Youth Pastor, Upward Awards Night, Friendship UMC, Athens, AL

"This year we had the privilege of having Dan Meyer on our Youth Encounter stage. Tremendous performer... Love the man's heart...

It's fun to watch the audience as Dan draws them in... Not sure what they're getting, he toys with them a bit, but as they begin to see his talent and ability with swords, It's fun to watch the cringing, it's fun to watch the gasping, to watch the eyes wide open as he performs.

I highly recommend having Dan at your event... If you've got an event coming up, you NEED to have Dan Meyer there! If you're looking for the "same old same old" for your event, then Dan Meyer is not your man. But if you're looking for something TOTALLY DIFFERENT, TOTALLY OFF THE CHARTS, Then you NEED to have Dan Meyer at your next event! ...And if he's booked, you need to CHANGE YOUR DATE!" -Grant Medford, Director IL State Baptist Association, Student Family Ministries

> If he's good enough for them, why not have Dan at *YOUR* next Upward Celebration or Youth Event?!

#### **Performance Proposal**

#### FEES/COSTS

When looking for a unique entertainer for a corporate or Christian event, it's important to find an act that's clean, entertaining, professional and experienced in front of corporate or church audiences. You're not just paying for the show, but for peace of mind. After all, if the performer offends someone in your audience, it makes **YOU** look bad!

Clean wholesome performers typically cost more than "club" performers. The reason for this is that clean wholesome entertainment for a corporate or church audience is much harder to find and deliver than the average nightclub performance.

Performers who perform specialized feats involving physical danger and risking death typically cost considerably more other non-specialized performers due to the skills, danger and risks involved. With less than a few dozen true sword swallowers left in the entire world, unique acts like this are few and hard to find. And if you want the top in the field, the best is always more expensive.

Your job is to **hire an entertaining act with wide appeal** that won't offend your audience. There are thousands of club performers across the country, but only a handful who can do a clean wholesome show. There are only a few dozen sword swallowers left in the entire world, but **ONLY ONE** Christian Sword Swallower in the world who performs top-notch **Cutting Edge** *Inner*tainment with a powerful Christian message – an act your audience will *NEVER* forget!

Fees include the following within the contracted period:

- Fully realized performance including stunts, scripted dialogue, costume, props and background music
- Reasonable number of promotional appearances to be agreed upon
- CEI provides its own specialty equipment and props necessary for local shows (for shows requiring travel, some minor incidental props may be requested)

Not included in the fee is:

- Travel costs (waived if within 75 miles of Hartselle, AL)
- Housing (not required within 75 miles of Hartselle, AL)
- Specialty performers (including other unique sideshow performers or speakers as may be requested by Purchaser)

#### CALL (615) 969-2568 TO DISCUSS DETAILS AND FEES

CEI is to be paid as an individual contractor, responsible for its own taxes, and will submit the necessary tax forms as requested by Purchaser. Any additional performers contracted by CEI as part of CEI's show will be hired by CEI. A CEI Performance Agreement with payment schedule including deposit will be sent upon request.

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#### TECHNICAL RIDER / STAGE REQUIREMENTS

**Cutting Edge** *Inner*tainment likes to keep things simple to avoid technical issues, which might otherwise distract from the physical aspects of the show. CEI requests the following technical matters be provided by the venue, including:

#### <u>Stage</u>

Preferred stage area is at least 12' x 14' with at least 14' overhead ceiling clearance free of flammable drapery or decorative hangings. Minimum stage area should be at least 10' x 10' with minimum of at least 12' overhead ceiling clearance free of flammable drapery or decorative hangings, although stage areas as small as 8' x 8' can be accommodated if needed. Stage surface must be level, smooth, stable, and preferably uncarpeted, and should be swept, mopped and dry before Performer load-in. Stable steps at the front or side of stage are desirable to allow Performer access to walk to audience area and/or bring audience member volunteers up on stage.

#### Load In/Load Out

Should be as close to the stage as possible with unimpeded access to stage. Prefer to move equipment/props before general public enters the location. Offers by personnel to help move equipment/props is welcomed and often accepted and appreciated.

#### Sound/Lights/Video

CEI will provide an audio/video/lighting cue sheet. All sound, light and music cues will be coordinated and/or rehearsed with the sound/light engineers/operators prior to the show.

#### <u>Sound</u>

Sound Op/Audio Engineer Wireless lavalier/lapel microphone Backup wireless microphone on mic stand Some music cues (provided on cue sheet)

Lights (if available)

Light Op/Engineer

General wash

Some area spots

Sword swallowing is a highly visual performance art, so good lighting is of the utmost importance. For indoor shows: Bright general wash over playing space, if possible, one follow spot with operator, and one or two specials as well as house lights.

#### <u>Onstage</u>

Due to transportation restrictions for events requiring travel, Performer may require:

- 1 small covered table on stage for props
- 1 bottle of bottled water
- 1 ripe orange for impaling (soft and juicy if possible) and/or
- 1 fresh cucumber for slicing (about 7"-8" inches in length)
- 1 bottle of rubbing alcohol for sterilizing props (Wintergreen Menthol if available)
- 1/4 cup of Coleman lighter fuel (for shows that include fire-eating and require air travel) in heavy large-mouth stable (non-spillable) container such as a Nalgene water-bottle

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(preferably *NOT* headset mic) (microphone with cable is acceptable)

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#### Backstage/Greenroom

Quiet, secure area away from the public and general staff Suitable size and seating to comfortably accommodate performer and costume Mirrors, lighting and counter space, refreshments welcome.

#### Additional technical elements

If the venue would like to implement the use of video projections, special effects or other elements to the performance, CEI will try to accommodate their requests, and work in conjunction with the designers to make the show most effective.

#### Large Venues

For larger venues, CEI recommends video cameras, camera operators and projection screen(s) so the entire audience can see the finer details of the action onstage.

#### **MISCELLANEOUS ITEMS/QUESTIONS**

#### Performance Area

Will the performance be indoors, or outside?

#### Stage Set-up

What will the design of the stage be? CEI will be happy to assist in any design elements; We can provide logos, photos, and other items to help enable your staff to create banners or signage.

#### **Merchandise**

Will it be possible to sell CEI merchandise (t-shirts, dogtags, stickers, photos, etc.) in the back of the room or outside the performance area after the event?

#### **Marketing**

What signage will be available to promote patrons to the performance? We will be happy to provide logos, photos, press-releases, downloadable events posters and other items to your staff to create signage or event posters (that children enjoy having autographed).

#### <u>Billing</u>

How will the show be billed on promotional materials? If possible, CEI would prefer to be billed as "**Cutting Edge** *Inner*tainment presents **Sword Swallower Dan Meyer**" on any signage provided or posted at the venue.

#### CONTACT INFO

Cutting Edge Innertainment Dan Meyer (615) 969-2568 mobile (256) 773-2052 fax Halfdan@aol.com Dan@swordswallow.com www.cuttingedgeinnertainment.com www.danmeyer.org www.blue-n-gold.com/halfdan/upward.htm

### Tired of the same old dull, boring superficial programs? "ABSOLUTELY AMAZING!" Cutting Edge /////er tainment The PROOF is what's INSIDE!

The UNIQUE Christian ENTERTAINMENT you WANT to keep your audience on the EDGE of their seats...

the MESSAGE they NEED to get them OUT of their seats!

#### **Unique Christian Entertainment**

SHARP and FLASHY entertaiment keeps your audience on the EDGE of their seats

Extreme feats catch the attention of folks who might never step foot in a church

Visual comedy keeps it fun and entertaining for the whole family

#### Penetrating Message with IMPACT!

On a deeper level, it's a PENETRATING MESSAGE that PIERCES to the HEART, STICKS in the MIND, and leaves a LASTING IMPRESSION!

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#### Dan Meyer

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"...one of the TOP Sword Swallowers in the world!"

As seen on America's Got Talent, Today Show, The Learning Channel, Discovery Channel, ET! CNN, MTV, ESPN, Travel Channel, Spike TV, USA Today, Newsweek, National Geographic...



"Incredible... AMAZING!" -Danny Glover, Actor, Lethal Weapon Cruise With a Cause, Bahamas



Presenting the most dangerous and bizarre feats with wit, charm, and style, Dan Meyer not only engages and educates the mind, but pierces deep into the hearts of the audience to create the most profound type of experience, a show your audience will NEVER FORGET!

THE SWORD SWALLOWER featured on NBC's America's Got Talent, multiple Guinness World Record Holder and Ripley's Believe It or Not for swallowing solid steel swords UNDER WATER in a tank of sharks, 2007 Ig Nobel Laureate in Medicine at Harvard, award-winning author, science medical lecturer, inspirational speaker, Upward performer, and world's leading expert as President of the Sword Swallowers Assoc Int'l

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> ...And if he's booked, you need to CHANGE YOUR DATE!" -Grant Medford, Director IL State Baptist Association, Student Family Ministries

Perfect for YOUR next denominational convention, Christian Music Festival, Upward Unlimited Awards Night program, or Youth Event!

http://tr.im/upwrd (615) 969-2568

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