## FOR IMMEDIATE RELEASE

# **'AMERICA'S NIGHT OF HOPE' WITH JOEL & VICTORIA OSTEEN TO REACH TENS OF THOUSANDS THROUGH SOCIAL MEDIA**

Joel Osteen Ministries partners with Media Connect Partners to produce the event live online and manage social media. Event expects to break records for online attendance.

**APRIL 17, 2013 – CHARLOTTE, NC** – Media Connect Partners, LLC (MCP) (http://mediaconnectpartners.com) is partnering again with Joel Osteen Ministries (<u>http://joelosteen.com</u>) to bring "America's Night of Hope" to hundreds of thousands of people through an unforgettable and highly interactive social media experience. The event will be available live at http://AmericasNightOfHope.com.

The 5<sup>th</sup> annual "America's Night of Hope" is Saturday, April 20<sup>th</sup> at the 37,000-seat Marlins Park in Miami, Florida. The stadium celebration will bring together people of different backgrounds for an inspirational night of praise and worship. Hope is restored and lives are changed with Joel and Victoria's powerful message of God's love for each of us.

The Night of Hope online event has been one of largest in the world. MCP will produce and broadcast the event live online through integrated streaming video, chat, Facebook and Twitter. People around the world can become part of this special night by logging on to http://AmericasNightOfHope.com.

In addition, Joel Osteen's production team will produce multiple social media segments with real-time Twitter & Instagram streaming while encouraging attendees to interact via their mobile devices using the 25 LED screens throughout the stadium.

"We're excited to be working with Joel Osteen Ministries for the fourth consecutive year on this very important event," said Brian Boyd, Chief Executive Officer, Media Connect Partners. "It is, truly, a 360-degree interactive event connecting the online audience with the Osteens and the crowd in the stadium. You're there no matter where you are," said Boyd.

The MCP team will coordinate the online video stream, produce social media content for all channels, and moderate a live chat room and multiple social media platforms during the event.

"The format we've created with MCP allows online viewers to become active participants," said Andrea Davis, Senior Director of Media Relations and Social Media, Joel Osteen Ministries. "This year, we're offering a deeper and richer experience for those inside the stadium using their mobile devices and for the much larger audience that cannot attend in person. It allows us to bring God's message of love and hope to entirely new audiences," said Davis.

Jason Madding, Director of Marketing for Joel Osteen Ministries added, "An important element to the online event is the hub for hundreds of churches to promote the event to their followers and friends. It's exciting to see this event create community where people from all walks of life can encourage and pray for each other. This is what the church is all about."

Previous "America's Night of Hope" stadium events have been held in New York (Yankee Stadium/2009), Los Angeles (Dodger Stadium/2010), Chicago (U.S. Cellular Field/2011) and Washington, D.C. (Nationals Park/2012).

### About Joel Osteen Ministries

Joel and Victoria Osteen are the pastors of America's largest church and one of the most diverse - the 40,000 strong Lakewood Church in Houston, Texas. Joel Osteen's television program reaches more than 10 million households each week -- one of the largest audiences in the U.S. Millions more watch in more than 200 nations across the globe. Millions of people worldwide are also inspired through his New York Times bestselling books, worship events, and his top-ten iTunes weekly podcast. Joel has been cited by numerous publications as the most influential spiritual figure in America and was named as one of Barbara Walter's most fascinating people. Recently, the New York Times cited Joel as one of Twitter's most influential personalities. More information is available at: <a href="http://www.joelosteen.com">http://www.joelosteen.com</a>, or http://fb.com/JoelOsteen. Follow Joel on Twitter: @JoelOsteen

### About Media Connect Partners

Media Connect Partners, LLC (MCP) is a full service social media agency working with its clients to develop real world social media strategies and execution plans that bring measurable results and deliver return on investment (ROI). Offices in Charlotte, Ft. Lauderdale, Las Vegas, New York and Tulsa allow MCP to deploy client teams at a moment's notice. MCP has worked with clients such as Food for the Hungry, Bank of New York, Hobby Lobby, OneHope, Rodale Publishing and Hachette Book Group. For more information, go to <a href="http://mediaconnectpartners.com">http://mediaconnectpartners.com</a> or <a href="http://fb.com/medicaconnectpartners">http://fb.com/medicaconnectpartners</a>. Follow MCP on Twitter: <a href="http://doi.org/10.1001/10.

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