



MEDIA CONTACT:

Jeremy Blume or Kristen Lee
(770) 813-0000 or (404) 538-8589 cell
www.DeMossNewsPond.com/MegaFes

GOD AND FAMILY EVENT DRAWS MORE THAN 150,000 FROM 55 COUNTRIES TO ATLANTA

Bishop T.D. Jakes Announces Mega Fest Will Return to Atlanta, Aug. 3-6, 2005

DALLAS, June 28, 2004—Not since the '96 Summer Games has Atlanta experienced an international event of this magnitude. But for tens of thousands of men, women, and children from more than 50 countries, the goal wasn't individual achievement, but family unity with God.

In Atlanta's Georgia Dome, Georgia World Congress Center, and Philips Arena, more than 150,000 people overcame racial, economic, and denominational barriers June 23-26 for the first-ever Mega Fest 2004, hosted by Bishop T.D. Jakes. Power-packed with messages of hope, empowerment, and encouragement coupled with high-energy entertainment in a family-friendly atmosphere, Mega Fest 2004 exceeded organizers and city official's expectations.

"I'm humbled and in awe of what we just saw at Mega Fest," said Bishop T.D. Jakes, world-renown pastor of the 28,000 member Potter's House Church of Dallas, Texas. *"I knew this was an event we should create as an opportunity for the entire family to find spiritual, mental and physical encouragement, but the response just shows the incredible need for such an event moms, dads, and children are craving."*

For the first time, Bishop Jakes combined his dynamic **ManPower** conference with his soul-stirring **Woman, Thou Art Loosed** event, and created the **Youth 3D Experience**, energizing sessions for youth and children, into one four-day phenomenon.

Not your typical church conference, Mega Fest was designed not only to empower people with the message of God's love, but also to provide wholesome, world-class entertainment for the entire family, including the following highlights:

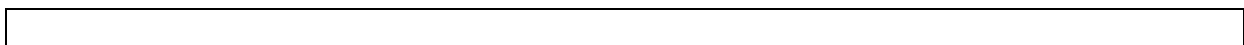
WORLD RENOWNED SPEAKERS

- **Bishop T.D. Jakes**, dubbed "America's Best Preacher" by *TIME* magazine and the 2004 recipient of the NAACP President's Award
- **Financial Guru Suze Orman**, called a "financial-advice powerhouse" by *USA Today*
- **Joyce Meyer**, nationally syndicated television minister
- **Co-Pastor Paula White**, Without Walls Church, nationally syndicated TV ministry

MAGIC JOHNSON CELEBRITY BASKETBALL EXHIBITION

Hosted by NBA superstar Magic Johnson and commentated by NFL legend Michael Irvin, this benefit basketball exhibition featured players from the sports and spiritual communities, including Avery Johnson, Deion Sanders and Michael Vick.

-more-



UNIVERSOUL CIRCUS

Described as “hip hop under the big top” by *The Los Angeles Times*, UniverSoul Circus, which was staged outside of the Georgia World Congress Center, featured a global cast of multi-ethnic performers celebrating the colorful artistry and music of African-American, Caribbean, African, and South American cultures.

WOMEN OF PURPOSE CONCERT

A star-studded event that featured soul-stirring performances by Grammy Award-winner Patti LaBelle, Grammy nominee India Arie, Mary Mary, and numerous other top R&B artists.

“JUST CHURCHIN” COMEDY JAM

The comedy jam was hosted by the multi-talented, quick-witted Steve Harvey and featured the hilarity of Sinbad, Christian comedian Jonathan Slocumb, and many more. “Just Churchin” proved that comedy can be clean and still keep them laughing.

FAMILY EXPO

Empowering seminars, live main-stage entertainment, literary café, and fun-filled exhibits for the entire family. Featured speakers included Steadman Graham and Judge Joe Brown.

YOUTH 3D EXPERIENCE

An empowering event for young people age 5-19, *Youth 3D Experience* emphasized honor, responsibility, and personal growth through empowering workshops, high-energy concerts including top recording artist Kirk Franklin, and interactive fun in a secure environment.

GLOBAL EFFECT

Tens of thousands of people from more than 50 countries attended Mega Fest, which also included international “talkbacks” (live dialogue) with audiences in Cape Town, South Africa; Adelaide, Australia; and Nairobi, Kenya. Mega Fest also simulcasted portions of the program to more than 400 prisons in the U.S. The event was also interpreted live in English, Spanish, and French.

CORPORATE RECOGNITION

In an unprecedented sign of support for a Christian event, Mega Fest 2004 was made possible in part by the following sponsors: Delta Air Lines, Coca-Cola, Bank of America, the makers of St. Joseph Aspirin, Lincoln Mercury, Dudley Products, MetLife Financial, *Gospel Today Magazine*, *Atlanta Christian Times Today*, *Family Digest Magazine*, The Bahamas Tourist Board and Nextel.

ATLANTA THANKS BISHOP T.D. JAKES

During Mega Fest Bishop Jakes was given several honors by city and state officials including:

- At City Hall the Atlanta City Council proclaimed June 21, 2004 “Mega Fest Week”
- Atlanta Mayor Shirley Franklin gave Bishop Jakes her signature recognition, the Phoenix award, which honors individuals who have made significant contributions to Atlanta.
- Secretary of State Cathy Cox kicked off the first night of Mega Fest in the Georgia Dome by presenting Bishop Jakes with Georgia’s “Honorary Citizen” award. Past recipients include: President George W. Bush, President Clinton, Bishop Desmond Tutu, and Nelson Mandela.

MEGA FEST 2005

Bishop Jakes also took time at Mega Fest to thank Atlanta for the city’s efforts and announced that given the response and need for such an event, Mega Fest would return to Atlanta August 3-6, 2005. Additional information will be available soon by calling (877) TDJ-MEGA or by visiting www.mega-fest.com.

MEDIA NOTE: For more information and high resolution photographs of Mega Fest 2004, visit: www.DeMossNewsPond.com/MegaFest.