



MEDIA CONTACTS:
Carolyn Miller or Tanisha Pace
(214) 331-6413 (office) 214-339-0410 (office)
www.DeMossNewsPond.com/MegaFest

MANPOWER • WOMAN, THOU ART LOOSED • MEGA YOUTH EXPERIENCE • MEGAKIDZ

MEGAFEST 2005 DRAWS MORE THAN 100,000

T.D. Jakes Announces *MegaFest* will Return to Atlanta **July 19 – 22, 2006**

“There’s a rebirth of spirituality in this nation unlike anything we’ve ever seen.” –Bishop T.D. Jakes

ATLANTA, Aug. 6, 2005—Watch the sea of bodies moving to a gospel beat, feel the floor of Atlanta’s Georgia Dome vibrate with the power generated by tens of thousands of voices joined together in song and praise, and you quickly learn one of the most important lessons of *MegaFest*—joyful celebration is powerful, and infectious.

“Are there any blessed people in this house?” Bishop T.D. Jakes asked from center stage at the Georgia Dome.

And the crowd shouted back with a resounding, “yes.”

Stamp “mission accomplished” on *MegaFest 2005*, one of the largest spiritual gatherings in the country. More than 100,000 people converged on Atlanta, filling not only the Georgia Dome, but also the Georgia World Congress Center, Philips Arena, and the International Plaza.

But Bishop Jakes believes it’s not the numbers that matter most.

“We don’t quantify success by how many people we have,” explained Bishop Jakes. “We quantify success in how we provide them with services, and the tools to help families leave *MegaFest* stronger than when they arrived.”

MegaFest 2005 achieved that goal through a wide range of activities designed to offer opportunities for motivation, inspiration, practical advice, and exciting family fun. It’s a winning formula that combines Bishop Jakes’ popular *Woman, Thou Art Loosed*, and *ManPower* events, along with *Mega Youth Experience* and *MegaKidz* into a four-day celebration of faith and family.

Among the highlights of *MegaFest 2005*:

TOP NAMES FROM THE WORLDS OF FAITH, ENTERTAINMENT, AND BUSINESS

- ★ **T.D. Jakes**, pastor of The Potter’s House, a 30,000-member church in Dallas, Bishop Jakes has been recognized by *TIME* magazine as “America’s Best Preacher” and one of the “Most Influential Evangelicals” in the United States
- ★ Grammy-winners **Gladys Knight, Chaka Khan, and CeCe Winans**
- ★ **Suze Orman**, described by *USA Today* as “a one-woman financial powerhouse”
- ★ Popular comedian and TV personality **Steve Harvey**
- ★ **Robert Kiyosaki**, author of the *New York Times* best-seller *Rich Dad, Poor Dad*

-more-

STAR-STUDED CONCERTS

Grammy-winning performers **Gladys Knight** and **Chaka Khan** joined an impressive list of artists including **Martha Munizzi** and **BeBe Winans** for this year's *Women of Purpose* concert, which honored civil rights legend Coretta Scott King. The youth-oriented *You're Not Forgotten* concert included the chart-topping **Kirk Franklin**, along with the popular **Mary Mary** and **Salvador**

FUN AND GAMES FOR YOUTH AND KIDS

Hosted by actor **Stephen Baldwin**, the *Livin' It* Extreme Sports show used wild skateboard and BMX bike stunts to thrill the kids, while combining a powerful message of God's radical love. Other kid pleasers included the Light the World Parade featuring marching bands, flashy special effects, color costumes, and a world-class soundtrack and *MegaLand* filled with activities ranging from interactive games to live animal shows. For the teens, the *Neo Soul Café* offered a daily dance party with live music.

BUSINESS BENEFITS

Tens of thousands of people spending a week in Atlanta means big business for the city's tourist trade. Media reports quoted a spokesperson with the Atlanta Visitors and Conventions Bureau who predicted *MegaFest 2005* would produce "an economic impact of about \$125 million."

PRISON OUTREACH

MegaFest once again shared its message of hope and encouragement with prison inmates, using satellite technology to broadcast live into 350 correctional facilities across the United States. "Encouragement can reach behind any prison wall and into any cell," Bishop Jakes told inmates participating by satellite.

INTERNATIONAL IMPACT

MegaFest 2005 was truly an international event, drawing participants from more than 50 countries including England, Jamaica, Mexico, Australia, and from across the continent of Africa. Several events were conducted in Spanish and most were interpreted in both Spanish and French. In Australia, a church in Adelaide participated in *MegaFest* through live satellite broadcasts.

CORPORATE SPONSORS

MegaFest 2005 is made possible in part by the generous support of *The Coca-Cola Company, Bank of America, The Makers of St. Joseph Aspirin, The Clorox Company, Makers of Pine-Sol Cleaner, American Airlines, Ford Motor Company, Gospel Today magazine, GlaxoSmithKline, Cracker Barrel, and Affinity4.*

MEGAFEST 2006

Prompted by the continued enthusiastic response to *MegaFest* by people attending the conference and by the city of Atlanta, Bishop Jakes announced that he will return to Atlanta **July 19 – 22** for ***MegaFest 2006***. Additional information on tickets, artists, and speakers for will be available soon at www.mega-fest.com, or by calling (877) TDJ-MEGA

<p>MEDIA NOTE: For additional media materials, including high-resolution photos of <i>MegaFest 2005</i>, visit www.DeMossNewsPond.com/MegaFest.</p>
