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***A Defining Moment* receives \$1 million pledge**

NASHVILLE, Tenn. (July 5, 2007)—LifeWay’s new philanthropic campaign, *A Defining Moment* (ADM), has received a \$1 million pledge from The Carolina Legacy Trust, LifeWay President and CEO Thom Rainer announced today.

The pledge will be fulfilled in \$200,000 annual payments over a five-year period by the Travelers Rest, South Carolina-based trust, which focuses on ministry and mission causes locally and internationally.

ADM is designed to help LifeWay and strategic partners like the International Mission Board touch the nations for Jesus Christ through a variety of global ministries. More information on *ADM* may be found at <http://adefiningmoment.net>.

The sustainability of LifeWay’s ministries, their exponential multiplication potential and the quality of LifeWay’s delivery systems were key reasons The Carolina Legacy Trust selected ADM for this gift, according to Foundation Director Rick Fisher.

“*A Defining Moment* is a kingdom initiative that met all our criteria,” Fisher said. “With its multifaceted approach, our board saw an opportunity for our investment to be multiplied a hundred fold.”

“It is with great excitement that *A Defining Moment* welcomes The Carolina Legacy Trust as a partner in helping save physical and spiritual lives around the world,” said Mike Arrington, vice president of LifeWay’s capital resource development and a spokesman for the campaign. “We are proud to have Rick on our cabinet and look forward to a long association with him.”

Earlier this year, True Love Waits International received \$950,000 through major donations to ADM, enabling True Love Waits to begin expanding its abstinence-until-marriage message in six African countries. The International Mission Board is a leading user of True Love Waits, and ADM is helping its impact reach around the world.

LifeWay historically has worked with other Southern Baptist entities such as the International Mission Board (IMB) and the North American Mission Board (NAMB) to share unique ministries and common goals. Shared ministries include True Love Waits International and the recently announced collaborative research effort in which LifeWay Research will conduct special research projects on behalf of the IMB and NAMB.

“We look forward to working directly with the International Mission Board in the application of many of the initiatives of *A Defining Moment*,” said LifeWay’s Rainer. “We are so grateful for our partnership with the IMB and how this organization will strengthen our work overseas.”

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