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## **FRONTGATE MEDIA EXPANDS RELATIONSHIP WITH YOUTH SPECIALTIES**

### **ALL YOUTH SPECIALTIES EVENTS TO BE INCLUDED IN NEW STRATEGIC PARTNERSHIP**

FrontGate Media, the largest pop-culture audience available in the faith-based market, has expanded its relationship with Youth Specialties to include all of the Youth Specialties events, including DCLA, the National Youth Workers Convention, YS One Day and Planet Wisdom.

With this partnership, for the first time, sponsorships will be available for YS events such as DCLA. Every three years, teens from around the world descend upon Washington DC and Los Angeles for a weekend of music, training, and service. This year's DCLA triennial event, themed "Be. Love. Serve. Repeat." will take place June 25-28 at the Los Angeles Convention Center, and July 10-13 at the Washington Convention Center.

For nearly 40 years, Youth Specialties has been the leading brand for encouraging, equipping and empowering youth workers, parents, and youth groups through resources, creative content and events. The National Youth Workers Convention, the company's cornerstone event, continues to pioneer the conversations of the ever-growing role of youth ministry and open up its platforms to voices new and established. This year's NYWC events will take place in Los Angeles (Sept. 25-28), Cincinnati (Oct. 30 – Nov. 2) and Atlanta (Nov. 20-23). Youth Specialties has also delivered the Planet Wisdom student conference tour and is developing a youth worker-led parents training initiative, Real World Parents.

"FrontGate Media has represented YS for several years and offered us top notch service and ideas. They understand and share our commitment to providing youth workers with the absolute best resources, training and encouragement," explains Dave Palmer, VP of Marketing for Youth Specialties. "As we move to this expanded role, we know that the FrontGate team is able to meld that understanding into building the best opportunities for our attendees, customers, advertisers and exhibitors to interact with each other."

Under the partnership, FrontGate Media will be coordinating all the Youth Specialties' event sponsorships, advertising, web promotions and exhibit booths for the next several years. Youth Specialties, along with Gospel Music Channel, Creation Festival, HeartFirst.com,

NewReleaseTuesday.com, and the rest of the FrontGate Media family continue to be the most respected and influential organizations to reach Christians through pop culture.

“Continuing the work we started together in 2003, I am very excited to expand our relationship with Youth Specialties. This allows us to provide marketing directors with new ways to strategically interact with these very effective events to reach an eager consumer audience,” explains Scott A. Shuford, president of FrontGate Media.

A complete list of Youth Specialties events and information can be found at YouthSpecialties.com. Specific information about DCLA09 can be found at dcla09.com.

### **About Youth Specialties**

For nearly 40 years Youth Specialties has worked alongside Christian youth workers from just about every denomination and youth-serving organization all around the world. We're here to help you, whether you're new to youth ministry or a veteran, whether you're a volunteer or a career youth pastor. Each year we serve more than 100,000 youth workers worldwide through our training seminars and conventions, resources, and on the Internet. Our office is in sunny El Cajon, California, an eastern suburb of San Diego.

### **About FrontGate Media:**

FrontGate Media is the largest pop culture media group reaching the faith and family audience with 15 million email subscribers, 25 million monthly page views, 600,000+ at events and in 40 million television households. The firm serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers through promotional campaigns through its media group. FrontGate also provides social networking and public relations services. The company has been honored by World Vision as their #1 emedia partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more seeking “creative & emerging media” outlets. The company was recently featured in *Adweek* as an authority on the “Role Of Religion In Modern Consumer Culture.”

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