

For Immediate Release

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David C Cook and Creators of NOOMA Films Partner To Launch New Film Series Featuring Best Selling Author Francis Chan

David C Cook and Flannel (the creators of the award winning NOOMA films) are joining forces to create **BASIC**, a new film series featuring bestselling author Francis Chan. The new film series comes on the heels of Chan's bestselling books *Crazy Love* (David C Cook 2008) and the most recently released *Forgotten God* (David C Cook 2009). Francis Chan is currently one of the fastest-selling authors in the Christian marketplace.

"We are tremendously excited about this new partnership that combines two of today's most innovative communicators. Francis Chan's authenticity, passion, and ability to connect with people make him one of today's most popular authors and speakers. Flannel's award winning films use incredible creativity, powerful messaging, and the highest quality of cinematography. Working in partnership allows us to push the envelope and deliver a film that will have tremendous impact," said C. Ryan Dunham, Senior Vice President of Sales and Marketing for David C Cook.

"Although *Crazy Love* sales exceed 700,000 and NOOMA films sales exceed 2.3 million, the focus of this partnership is to change hearts and to inspire viewers to live as God intended," continued Dunham.

For Chan, this series will help viewers get "back to the basics" of what it means to be a Christian. The first film, **BASIC Fear God**, releases in July and answers the question, "What does it really mean to fear God?" The second film, **BASIC Follow Jesus**, releases in November. David C Cook will release in December a small group curriculum that includes the first three **BASIC** DVDs (*Fear God*, *Follow Jesus* and *Holy Spirit*) as well as a bonus DVD with promotional clips, posters, sermon studies, leader's guide and 6 Followers Guides for use during the interactive session. The third **BASIC** film, **BASIC Holy Spirit**, will release on its own in March 2011.

For Flannel, adding the creative overlay to Francis' message was an opportunity of a lifetime. "We instantly connected with Francis and his challenging message. The medium of film allows us to push creative and artistic boundaries and to deliver the message in a way that will that will resonate deeply with the audience," says Steve Carr, Executive Director of Flannel. Carr continues, "Working with Francis and David C Cook is incredible. The chemistry and commitment to deliver well beyond expectations allowed us to take things to the next level in ways that will surprise even a media savvy audience."

Since 1875, **David C Cook** continues to be a leading nonprofit global resource provider serving the Church with life transforming materials. Headquartered in Colorado Springs, Co, with offices in Elgin, Illinois, Paris, Ontario, Canada and Eastbourne, UK, David C Cook resources are published in over 150 languages, distributed in more than 80 countries, and sold worldwide. The **Kingsway** music division produces over 30% of the top 500 praise and worship songs sung around the world.

For more information visit www.davidccook.com

Flannel is a non-profit ministry that serves as a catalyst for highly creative people to communicate the way of Jesus to the world. Flannel's primary products are short, creative films designed to start discussions on relevant issues and to deeply resonate on what matters most today. Headquartered in Western Michigan, Flannel's products are currently sold in over 45 countries.
www.flannel.org