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FOR IMMEDIATE RELEASE

‘I Am Not Ashamed’ Campaign Ad to Air on ‘60 Minutes’ Sunday Evening Local Ministry Answers in Genesis Promotes Biblical Authority

WHAT: As part of a new campaign to promote biblical authority, a 15-second “I Am Not Ashamed” [video commercial](#) will air during CBS’ “60 Minutes” this Sunday evening – Easter Sunday – April 4, at 7 p.m. ET/PT.

The spot is designed to drive traffic to the iamnotashamed.org online video Bible, for which participants can film themselves reading a portion of scripture, and then upload the video to the Web site.

WHEN: **Sunday, April 4**
7 p.m. ET/PT

WHERE: **CBS Network affiliates**
(check local listings)

DETAILS: The purpose of the campaign is to highlight the mutual respect and appreciation that the large majority of the public has for the Bible as the Word of God, and as the authority for our lives.

Similar commercial spots began running March 1 on the Fox News Channel, foxnews.com and msnbc.com, and will continue to run through April 25. Print ads also ran March 1-3 in USA Today, featuring the slogan “The Bible speaks for itself” combined with verses applicable to issues of the day, such as abortion, gay marriage, and the place of faith in public life. This theme is carried out in an outdoor advertising campaign, with local groups sponsoring billboards in markets around the country.

The organization behind the campaign is Answers in Genesis, a biblical apologetics ministry which conducts more than 250 teaching meetings each year, hosts an award-winning Web site, and produces the “Answers” radio program heard on more than 800 stations throughout the United States. The high-tech Creation Museum opened to international acclaim on Memorial Day, 2007, and has attracted 970,000 visitors since then. For more information, see www.creationmuseumnews.com.

For more information about Answers in Genesis or The Creation Museum, or to request an interview, please contact Melany Ethridge at 972.267.1111, via email at melany@alarryross.com, or visit www.creationmuseumnews.com.