



12Stone Church Unveils Holiday Giving Campaign

"12 Days 12 Ways" to Benefit Those In Need

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LAWRENCEVILLE, GA—Gwinnett County-based 12Stone™ Church (formerly Crossroads Church) today announced a special holiday giving campaign, "12Days12Ways."

Choosing to celebrate their first Christmas as 12Stone by showering the community with gifts, "12Days12Ways" encourages Metro Atlanta residents to help identify needy individuals and families by nominating them at 12Days12Ways.com for a variety of gifts.

"12Days12Ways" officially kicks off November 5, 2007 and nominations must be submitted no later than December 23, 2007. In addition to the on-line option, a kiosk near Santa Claus at the Mall of Georgia will be open to receive nominations beginning November 23, 2007.

Once the nominating period has closed, the campaign will review the nominations and select, based upon specific needs, families and individuals to whom gifts will be awarded.

Among the items to be awarded are a Toyota Scion tC, Toyota Sienna, College Scholarships, Christmas dinner and gifts for a family, a year's worth of groceries, a year's worth of gasoline, and a month's worth of family meals. Multiple gifts are available in several of the categories.

"12Days12Ways" spokesman Norwood Davis said, "Most promotions urge you to enter yourself to win. Our campaign is unique in that we encourage you to think about the needs of others around you. That way everyone wins: the person who nominates is able to give someone a gift well beyond their own resources and the recipient is blessed by the thoughtfulness and gift itself. Although this campaign lands in the middle of a universal season of giving, we believe it is our mission to give ourselves away to others all year long."

Playing off the classic 12 Days of Christmas theme, the 12Days12Ways Campaign urges nominations for gifts you can actually use, unlike a partridge in a pear tree or three French hens. Promotions are scheduled to include 11 billboards placed along Interstate 85 and Highway 20 within Gwinnett and Forsyth Counties as well as advertisements in the Atlanta Journal-Constitution and Gwinnett Daily Post. In addition to the kiosk near Santa Claus, 12Stone Church will be hosting a live Christmas event on December 08, 2007 at the amphitheater at Mall of Georgia.

For more information, see www.12days12ways.com.

Founded as Crossroads Church in 1987, 12Stone Church (with two Gwinnett locations) serves more than 3,600 adults and children weekly with its unique worship and teaching styles. In addition, 12Stone partners with over a dozen local non-profit agencies to offer hope and help among the poor, sick, homeless, addicted, immigrants and prisoners. For more information about 12Stone™ Church, visit www.12stone.com

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