

LUIS sacramento PALAU festival



**FREE
EVENT**

Saturday & Sunday

June 16-17

3:30-10:00 PM

cal expo



Saturday Only!
1:30 PM



Luis Palau

BY JEFF CHINN

Luis Palau (loo-EES puh-LAOW) hails from a small town in Argentina called Ingeniero-Maschwitz. His father ran a construction company and his mother had her hands full raising Luis and his five sisters.

Luis' father died at a young age, and Luis was left the task of supporting his family. He entered a training program at the Buenos Aires branch of the Bank of London with an eye toward a career in finance.

Between work and studies, Luis listened by short-wave radio to the broadcasts of Billy Graham. Inspired and motivated by Graham's messages of hope, Luis made a decision to follow a different path and began an adventure that would see him share the gospel with more than a billion people over half a century.

In 1962, with the support of an American businessman, Luis moved to the United States to attend Multnomah School of the Bible in Portland, Oregon. There he met his wife-to-be, Patricia Scofield, and after graduation and marriage they joined Overseas Crusades, an international ministry. They spent nine months in Detroit training at a missionary internship, and then they were off to Colombia for their first assignment.

Delivering Great Music and Good News!

The next few years saw many changes in the Palau's lives. Their twin sons, Keith and Kevin, came in 1963. Two more sons followed, Stephen and Andrew. Luis realized a lifelong dream by serving as a Spanish translator for Billy Graham during several crusades. In 1966, Luis saw the beginning of his future in mass evangelism when he spoke to more than 40,000 people on the steps of the presidential palace in Bogota, Colombia.

His outreach has been expanding ever since. He's traveled the world and spoken across Europe, Africa, Asia, and the Americas as well as cities throughout the United States. After fifty-plus years in ministry, he has spoken face-to-face to an estimated 30 million people and his messages are heard on more 3,500 radio stations in 48 countries.

Even with his accomplishments, though, at the start of the new millennium Luis was questioning how his team might make the message of the gospel more relevant to new generations of young people and families. The answer, Luis found, was to bring a

festival environment to cities, free and open to everyone with entertainment, food, interactive family fun, activities for teenagers and, very importantly, community service.

The Palau team dubbed these events "Great Music! Good News!" festivals, and the first took place in his stateside hometown of Portland, Oregon. After a massive grassroots campaign and the support of hundreds of churches, the festival was a hit, attracting upwards of 90,000 to the city's Waterfront Park. Clearly, this model was what Luis was looking for to share the "good news" to the next generation. It was so popular in the states that Luis actually took his festival model around the globe to places like Argentina, Great Britain and Costa Rica where they were similarly successful.

Now, after years of preparation, the Palau team is bringing a free festival to Sacramento with the support of more than 400 churches, generous corporate sponsors and media partners, and individual donations. It's the only U.S. festival for Palau this year and they're pulling out all the stops.

In Luis' own words, "Let all of Sacramento and beyond hear the voice of God." ✦

The Festival

BY JEFF CHINN

One good turn deserves another. The first good turn was Sacramento's participation in the Season of Service, an initiative begun in January that united area businesses, faith-based and community groups to perform acts of selfless community service.

Banding together, these groups worked to meet the needs of the community through region-wide service projects that focused on education, hunger, homelessness, neighborhood revitalization and a number of existing projects.

Now, the resulting good turn is the celebration of a fruitful Season of Service – the Luis Palau Sacramento Festival. It all happens Father's Day weekend, June 16 and 17, at the Cal Expo grounds, and admission is FREE.

This festival, which lands stateside only once this year, has something for everybody. The kids can ride a Ferris wheel and burn some energy with sports, games and bouncing

inflatables. There's also a NASCAR display and entertainment from Kids Blitz, the Lads, and Radio Disney's Rockin' Road Show. And families can't miss the Amazing Wonders Experience stage show on Saturday only at **1:30 p.m.** Just remember to bring blankets, bottled water and plenty of sunblock to be safe under that hot summer sun.

Adrenaline-junkies of all ages can enjoy the action sports demo where top extreme competitors show off their coolest and craziest skateboarding, BMX and FMX tricks and stunts. Nothing brings a family together quite like seeing somebody fly four stories in the air on a motorcycle. The action sports demos run **3:30 to 5 p.m.** both days.

Music lovers will find something for every musical taste from the diverse lineup of musical artists appearing on the Main Stage. From hip-hop singer and songwriter TobyMac to rockers Thousand Foot Krutch,

Lincoln Brewster, Phil Wickham and Skillet to American Idol finalist—and Sacramento native—Mandisa, all genres of music will be present and tempting the audience to get up and dance. A special fireworks presentation will close out the weekend on Sunday night.

During both days of the festival, Luis Palau will take the stage in the early evening to share a message of hope that's been delivered in person to more than 30 million people in 74 countries. The world evangelist and author is scheduled to speak in Europe, South and Central America, and the Far East this year, but Sacramento is his only festival stop in the U.S. Expect a dynamic, moving and compelling presentation.

An estimated 20,000 volunteers contributed thousands of hours to 200-plus Season of Service projects. The Luis Palau Sacramento Festival is a "thank you" to them and to all of Sacramento and beyond. ✦



Putting the Prayer to the Pedal

BY KENDALL FIELDS

Vic Murphy wasn't always a Christian. He grew up in a broken home in Kenai, Alaska and attached himself to extreme sports, like skateboarding, as an outlet. He always listened to what people said about God and debated it. In fact, he even tried to learn about the religion to find flaws in it so he could dispute it. Murphy says he grew up knowing Jesus, but he didn't understand who He was or what a Christian really was.

He moved to San Diego with his uncle right before his senior year of high school and got a BMX riding contract. He received numerous awards and graced the cover of many magazines. But there was something missing from his life, he says.

When Murphy turned 22, he picked up a Bible and read it. He began to find answers to everything around him. Murphy says he realized "There is a God, and He cares for people."

Murphy turned the compassion and love he felt from God into his mission for service. He created the program Action Sports Outreach with his wife, Shelly, to use BMX as a tool to spread the message of hope to people he came across.

He met the Palau organization in 2002 when they contacted him to appear in their "Livin' It" DVD. Murphy was in the prime of his career and was able to draw in a lot of people.

Being able to spread this message of hope and compassion, Murphy says, is so rewarding and promotes a message of selflessness and giving he hopes will encourage others.

Murphy continues to travel all over the world—India, Africa, Europe—with his organization and the Palau Association, bringing a simple message of hope to people. Murphy says it is in countries, such as Ghana or Haiti, with such immense poverty that he learns the most about himself and how blessed he is to live in a country with so many opportunities.

"No matter how much money or comfort or safety you have, what it all comes down to is God is real," Murphy says. "And the greatest message we can bring to those people is God is there for you and there is salvation in those who trust in him."

Murphy believes that it is his BMX demonstrations that break down people's walls. When he travels to prisons—he and

his team will be visiting Folsom and Solano prisons while they are in Sacramento for the festival—Murphy says he is able to see those walls come down. He says this is because bike riding is so universal.

"There is something about the freedom of a bicycle that everyone can relate to."

While at Folsom and Solano prisons, Murphy and four other top riders will perform a smaller scale version of the act they will be doing at the festival. The team will bring ramps and put on a jumping show, and they will even jump over the prisoners. He explains how the inmates are more receptive to him and his team because there is an air of rebelliousness associated with BMX riding that even the toughest of guys can respect and relate to.

"It just really is a tool to break down those barriers," Murphy says. "Because what we really want is to bring blessings for those guys."

Like the rest of the Palau organization, Murphy and Action Sports Outreach do not want people to think there is any hidden agenda in these performances and visits. "Everybody is different in life. Jesus said 'I didn't come to judge ... I came to love'." ✚



VIC MURPHY

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PALAU FESTIVALS BY THE NUMBERS

- 1** billion people reached by Palau ministries
- 30** million have heard Luis in person
- 74** countries have hosted Palau events
- 200** community projects for the Season of Service
- 440** participating churches
- 3,500** radio stations playing Palau programs
- 20,000** volunteers for community service projects
- 250,000** attended the Houston Festival
- 300,000** attended the south Florida festival
- 850,000** attended the Buenos Aires festival
- 8,000,000** have attended a Palau Festival on 4 continents
- 1** festival in the U.S. this year...Sacramento

Artist Lineup

Main Stage 5-10 PM

The Luis Palau Sacramento Festival will showcase some of the top artists in contemporary Christian and gospel music, including:



TOBYMAC

TobyMac: One of the most honored singer/songwriters in the genre, his blending of hip-hop, rock and gospel generates high album sales and an energetic stage show. tobymac.com **SATURDAY**

Mandisa: The Sacramento native made her mark on American Idol and is currently nominated for multiple Dove (Gospel Music Association) awards including Female Vocalist of the Year. mandisaofficial.com/home **SUNDAY**

Thousand Foot Krutch: The Canadian rockers have produced eight best-selling albums since 1998 including the just-released "The End Is Where We Begin." thousandfootkrutch.com **SATURDAY**

Skillet: Known for their powerful live shows, ardent fans ("Pan Heads") and eight successful albums, this quartet has been a major force in CCM for more than 15 years. skillet.com **SUNDAY**

MLK Celebration Choir: The MLK Celebration Choir is an inspiring, community-based group known for its strong, soulful vocals. facebook.com/MLKCelebrationChoir **SUNDAY**

Lancaster & Dave Lubben: Great young talents from the Northwest. **SATURDAY & SUNDAY**



MANDISA

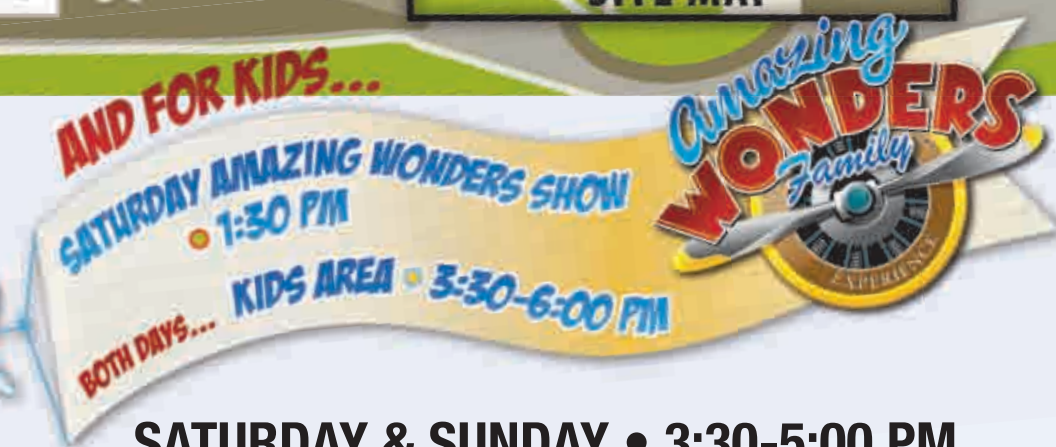


SKILLET

THOUSAND
FOOT
KRUTCH



SUNDAY IS FATHER'S DAY!
FREE RIVERCATS TICKETS
(while they last) for dads!
Grand Fireworks Finale

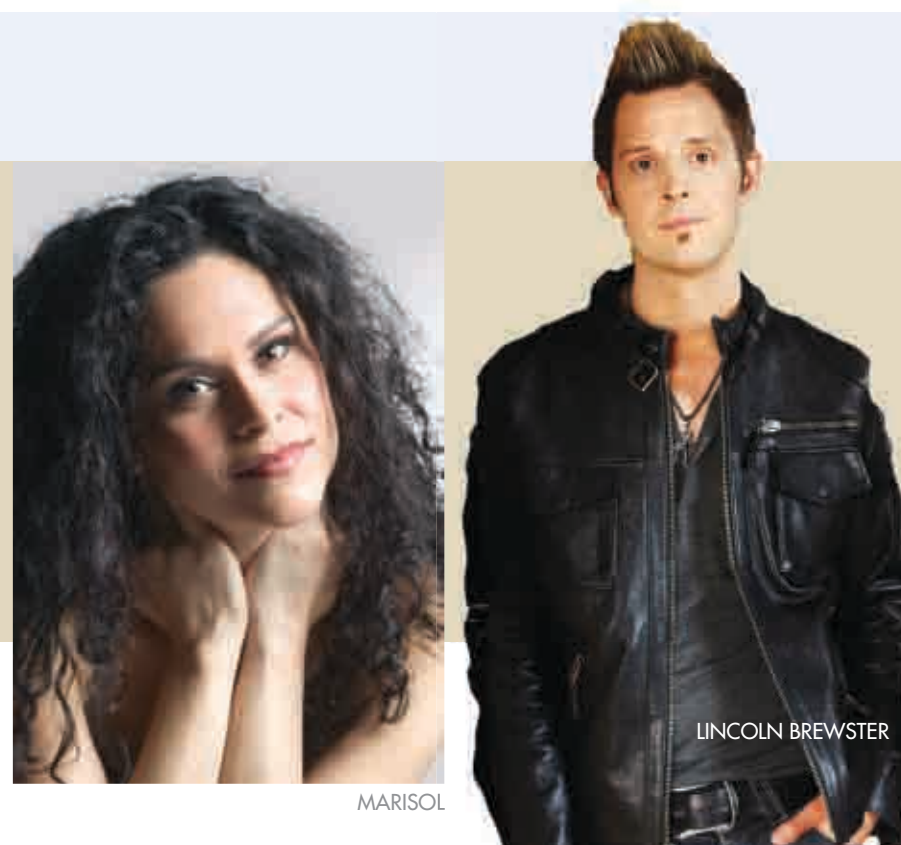


SATURDAY & SUNDAY • 3:30-5:00 PM ACTION SPORTS DEMOS

BMX – FMX – Skateboard

Graffiti Competition

NASCAR Exhibition



MARISOL

LINCOLN BREWSTER

Marisol: Known for her powerful vocals and unique styling, this bi-lingual performer has sung throughout North and South America. facebook.com/marisolmusic **SATURDAY**

Lincoln Brewster: Considered one of the elite guitar players in contemporary music, Lincoln Brewster is also a singer/songwriter with eight albums and an extensive touring schedule. lincolnbrewster.com **SUNDAY**

Phil Wickham: Equally at home on stage or in the studio, this singer-songwriter has produced seven albums of original music and contemporary Christian standards. philwickham.com **SATURDAY**



PHIL WICKHAM

Park and Win!

You could win a tablet computer or merchandise from festival performers.

Bring your Cal Expo parking receipt to a Palau Pavilion booth and enter to win!

Festival tips

Bring: WATER, sun protection, blanket, small coolers, cash for food/merchandise (ATMs on site).

Be prepared for summer heat.

Don't bring: alcohol, weapons, fireworks, animals, glass containers, audio/video recorders, freestanding umbrellas, pop-up tents, laser pointers. No smoking, please.

Parking: \$10 in Cal Expo lots (\$5 motorcycles)

Public transportation: Routes 67 & 68 (Cal Expo); 22, 23, 29 (Arden Fair Mall)

Website: www.sacramentofestival.com

What's next?

Move forward in your faith.
Find a welcoming church community near you.





Uniting in Season of Service

BY KENDALL FIELDS

“Clearly this is a season where churches and especially young people want to put feet to their faith,” Kevin Palau says.

Kevin Palau is the son of Luis Palau and the president of the Luis Palau Association. His work is especially focused on building the Season of Service and promoting unity between a city and its faith community through service projects.

This year, the Palau team brought the Season of Service to Sacramento.

Kevin Palau says his father and the organization started the Season of Service in their hometown of Portland, Oregon in 2008 with the intention of changing the stereotypes about evangelicals and Christians in general.

“We want people to understand what we are for, not what we are against,” Kevin Palau says. “We want to be known for making a difference, for showing our love for others through acts of service.”

The Palau association started the first Season of Service in Portland and watched as churches came together to fix some of the most deteriorated and problem-filled schools in the city, some of which literally had ceilings crumbling down into classrooms.

The organization’s attempt to unite numerous churches to serve is a humble approach to get churches in the evangelical wing to be known for being good partners in the community. The unification is also an effort as part of a desire for the organization to feel connected to all faith brothers and sisters.

Before beginning the Sacramento Season of Service, Kevin Palau and some other leaders in the Palau organization met with Mayor Kevin Johnson and county officials to identify the key areas in Sacramento that needed improvement during this Season of Service. Those include: hunger, homelessness, education, health and wellness, and neighborhood revitalization.

But the Season of Service is not approached as a vehicle to proselytize. Rather, Kevin Palau says there is also a desire to disprove address critics who say Christians

aren’t about love though unconditional service to others. To him, this is just the beginning of a long process of Christians saying, “We are part of the community, and we are here to help.”

Kevin Palau says that while he and fellow Season of Service volunteers and members of the Palau organization are not ashamed of Christ’s message, they leave the evangelism to the evangelist – Luis Palau. The message Kevin wants to spread instead is one of selflessness and compassion. He wants the platform of the Season of Service to unite the faith community and empower members to get involved.

“We are trying to go to each city and create a catalyst for an ongoing movement and sensitize the church folks to the needs of the community and connect churches within the community.”

This year the Palau organization connected more than 400 churches of all different denominations in the Sacramento area. Kevin Palau says one of the greatest things he saw was pastors and church leaders, who literally had churches right down the street from each other and had never met before, come together to help rebuild the community.

“Sacramento has wonderful churches that are already doing great things in their area but there is so much more impact if they are united. How much more can you do if a dozen or more churches decide to come together?”

One church set up a health and wellness fair as part of its service project. Community members were able to come and have free dental check-ups and cleanings, health screenings and even beauty treatments such



KEVIN PALAU

as haircuts and styling provided by a group of local hairstylists.

Other Season of Service projects included volunteers revitalizing one local family’s house in East Sacramento and remodeling a middle school.

The youth involvement has also been particularly strong in this Season of Service, says Kevin Palau. He adds that many youths in the faith community are drawn to pairing up with nonprofits to address issues such as hunger and homelessness.

“Young people really do want to get involved, and if they can find something to do that really has visible results, they feel more of a sense of gratification.”

As the Season of Service is coming to a close – an estimated 20,000 volunteers covering more than 200 projects – Kevin Palau says his biggest concern is sustainability. He points to cities like Portland, San Diego, Phoenix, and Little Rock where an ongoing program is in place to sustain the service projects and create a structure for churches, nonprofits and volunteers to stay united and continue to revitalize the community.

Kevin Palau and the Palau organization are working with Mayor Johnson and pastors from local churches to ensure that this Season of Service continues after the festival and that there will be a lasting effect on the Sacramento community and more service projects in years to come. ✦



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SEASON OF SERVICE

Restoring School Pride

BY KENDALL FIELDS

On an early Saturday morning, the smell of fresh grass and new soil is just as strong as the sense of community. Each coat of paint, scoop of a shovel, and pound of a hammer ripens that sense, as dozens of volunteers from local churches come together to revamp the deteriorating Sylvan Middle School.

As one of the oldest schools in the San Juan Unified School District, Sylvan was literally falling apart. The paint was peeling; the pavement was cracking; there were no plants except for dying grass; and, after 50 years on the blacktop, the portables that were once a hope of a remodel were closed off due to safety issues.

Dan Brown, who teaches seventh and eighth grade math, says teachers and students have been asking and hoping for changes since he started 18 years ago. Brown saw the discrepancy between Sylvan and other schools in the area that had an abundance of foliage, new technology and an overall good appearance.

"I think that is kind of the key here. In this community, I think we have to work extra hard to instill that sense of pride within our kids," Brown says. "So, I think if we can do what we can to make our school look like

those schools in wealthier areas, then that will make them feel more excited to be here."

"Right now with cutbacks, the money isn't there from the district to revamp our site," Brown says. The pastors from Sunrise Community Church and New Life Church approached him and asked to revitalize the school. But, the plan didn't come to fruition until the churches teamed up with the Luis Palau Festival as part of the Season of Service. Eight churches from the community came together to rebuild the school under the guidance of the Luis Palau Association.

Brown says there was a lot of excitement leading up to the renovation. Before the project, Brown polled students and staff to find out what they saw as the problem areas. The peeling paint on walls, AC units, lack of flowers and dying grass, and leaning fences were at the top of the list. In Brown's classroom, squirrels had actually burrowed into some of the cabinets.

But the real issue here, Brown says, is many of the students at Sylvan need something to be proud of at their school. This pride, he finds, correlates to improving learning.

"I think if you can't take pride in your campus, then you can't take pride in your learning."

The actual planning stage of the revitalization took months, with donations and discounts coming in from all over the community—bark, soil, flowers, garden boxes, tools, equipment and money. Church members were actually going into the community and using their personal connections to amass donations. They were even able to get a new sprinkler and irrigation system so the custodians will no longer need to drag the hose with a sprinkler head from one area to the next.

For Brown, a reward during this experience was watching some of his students do labor in the remodel because it gave them an opportunity to engage in a different type of learning and have tangible results they could be excited about.

Brown looks forward to seeing the look on his students' faces when they return to school on the Monday after the renovation.

"They will be taking pride in their school, many of them, for the first time."

Brown plans for this school beautification be a continuing effort and is working with Sunrise Community Church to find more ways volunteers can help revamp the school. Brown and his students are also planning a monthly maintenance system. ❖



Hope from Hammering Hands

BY KENDALL FIELDS

Right when one East Sacramento resident was experiencing the low of being laid off from his long time job and not being able to recover from a serious knee injury, Pastor Dan Axtell from Restoration Life church showed up on the man's doorstep with a glimmer of hope.

For the last six years, Pastor Axtell and his church members have put out fliers in their community looking for the house that is most deserving of a makeover.

"No one asked for this," says Axtell, "We do it anyway."

Axtell says the way he sees it, these types of renovation and service projects help neighbors be better neighbors and make a long-term investment in their community.

This year, the neighbors voted for a home off of 48th and V streets. The homeowner was a 55-year-old man who had lived in the house since he was 7. He used to work for a major factory in the Sacramento area but had



a forklift accident and hurt his knee. He was never able to fully recover from the accident and thus could not completely return to work. He was left feeling hopeless and living in a home that he could not maintain.

The man lived with his wife, daughter and grandson in the house. "And they are working and living right there along with the rest of us," Axtell says. "They send their children to school with ours—actually the grandson goes to school with my daughter. And none of us had a clue."



The renovation team worked very quickly from the time they put out fliers looking for the home area residents thought needed a makeover. The planning period for the renovation was a brief five days, while the actual labor was condensed into an impressive four-day overhaul.

The team of volunteers removed more than 20 tons of junk from the property, including three full-sized cars. They also replaced windowpanes, painted and gave the house some curb appeal with new grass and flowers.

The most beautiful thing, Axtell explains, was watching this community come together to help one family who needed it.

Axtell says the neighbors in the area didn't stop at donating money but even got right alongside his church members and worked to improve this family's quality of life. Some of the neighbors, Axtell says, even remembered his church and their renovation project from past years.

The pastor says he and his church plan to continue this annual renovation project. But he hopes that the Palau organization's presence, coupled with the festival, will lay a foundation for the churches in our community to come together to grow the Season of Service and other community projects.

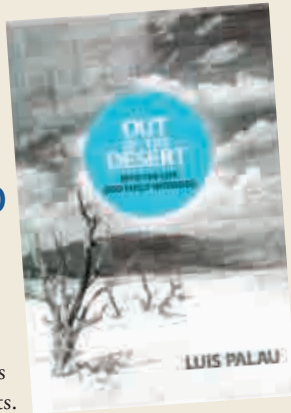
"I really believe the church should be leading the way with compassion like Jesus did." ❖

Visit the Palau Resource Tent for these books and more...

OUT OF THE DESERT...INTO THE LIFE GOD FULLY INTENDED

BY LUIS PALAU

Like most Christians, Luis Palau has lived through times of challenge when his life felt completely dry—like an endless trek through the worst of deserts. In his newest book, *Out of the Desert...Into the Life God Fully Intended*, Luis presents profound truths from scripture that led him, as they will you, to a complete renewal of faith and trust in God.



THE SECRET LIFE OF A FOOL

BY ANDREW PALAU

We've all been foolish, but Andrew Palau writes that he was among the worst. He spent his growing-up years living for himself, recklessly rebelling against his father's faith, numb to God, immersed in the dark side of life. This is one man's raw journey to faith, a wildly dramatic story of what happens when a shameful life collides with God's relentless grace.



Thank you

On behalf of the business, civic and church communities that have worked tirelessly to bring the Luis Palau festival to Sacramento, thank you for joining us at Cal Expo for two days of entertainment, celebration and fun. Luis Palau festivals are world-class events that have drawn tens of millions people around the world. And we're pleased that Sacramento is their only U.S. stop in a year that includes Europe, South America, Africa, the Caribbean and the Far East. Over the past five months, thousands of volunteers have contributed their labor and resources to community projects through the Season of Service, and now it's time to celebrate! I encourage you to bring friends, family, neighbors and colleagues—it's sure to be an unforgettable weekend that will lift your spirits and nourish your soul.

Scott Hanson, Festival Chairman



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