



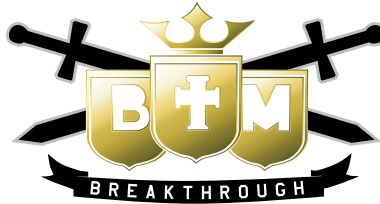
BREAKTHROUGH

*Presents*



ASSAULT™

FOUR!



# The Beginning

Stephen Baldwin, the actor known worldwide for appearing in over 50 feature films, multiple television programs over his 20 year career (most recently, on the hit show *Celebrity Apprentice* with Donald Trump) and his association as a “Baldwin brother”, had one more reality to add to an already blessed résumé.

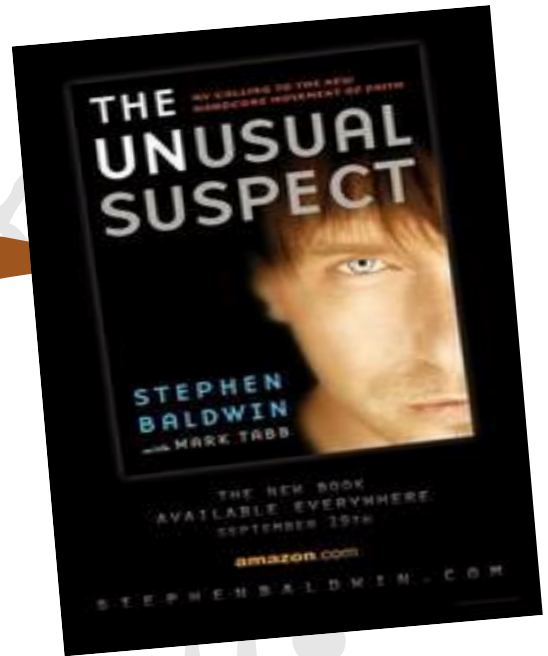
A short time after 9.11.2001, Stephen Baldwin experienced a radical transformation of his life, and today wants to share the secrets he has learned with the current generation of kids who need a new perspective on life. In 2002, Stephen began *Livin’ It*, an outreach in partnership with the Luis Palau organization. This reality consisted of extreme sports demos that in three years went to 100 cities and resulted in countless young lives being changed across America.

This new type of outreach became his personal passion and opened Stephen’s eyes to a revolutionary way of reaching today’s youth.

In January of 2007, Stephen began his own youth movement, **The Breakthrough**, with a vision to do this on an even larger scale all over the country and eventually internationally. These new events will be called the **AsSALT Tour**. His vision is to provide something similar to pro skater Tony Hawk’s “Boom Boom Huck Jam” tour, which has been massively successful in filling arenas around the country with extreme sports enthusiasts. We have many inquiries from all over the world based on Stephen’s media exposure and his new book, *The Unusual Suspect*. We are now ramping up all aspects of our organization to produce the **AsSALT Tour** and a new youth movement through **The Breakthrough**.

# The Book

**As a result of Stephen's radical personal experience, we believe in building our organization from the ground up as we discover committed warriors who understand our vision and passion.**



# Our Mission

By staying true to our vision, we believe we will achieve something that has never been seen before. This will enable us to reach the youth of the world with a life-changing positive message of hope and renewed commitment to sound moral values and choices. With God's help and yours, we can now begin turning their young hearts back to the things which made this nation great.

We seek to lead the world's youth to the spiritual truth that God has a plan and purpose for each of us, which can transform our lives forever.

# AS SALT™ FOUR'

## Our Weapon

**Our new youth movement will include a radical extreme sports arena tour across America, entitled The AsSALT.**


This tour will feature skateboarding, BMX freestyle and extreme freestyle motocross, in addition to live music the kids will relate to and enjoy, choreographed laser lights and multi-media entertainment on jumbotrons throughout the show.

**The BREAKTHROUGH is coming...**



Chaos on Wheels





# Our Vision

**It is our desire that this movement will be powerfully used to pierce the darkened hearts of today's youth with "the light." BTM will achieve this mission by using the cultural tools that today's kids are interested and engaged in every day.**

We will implement a methodology that is extremely radical, legitimate and acceptable according to the standards that today's youth culture deserves and desires. It has become obvious that our youth are not being reached in the most effective way. Far too many young people are at risk by engaging in lifestyles that will permanently damage them in the years ahead – if they live that long.

**The BREAKTHROUGH believes this is unacceptable and will now take the necessary actions to reach a lost generation.**

Within each show a clear, direct presentation of a positive message will be given. We will also be offering our young audience a network of organizations in their area for follow-up and ongoing mentoring relationships. It is the passion of BTM to see the kids of the world become empowered and set free, to be able to make better choices, and become the world-changers that God intended them to be.

"The greatest way to ensure the future of America and the rest of the world is to reach the youth today."

- Stephen Baldwin



# Our Audience

**We expect to reach an audience between the ages of 13 and 30 years old. To reach out to this audience, we will incorporate a variety of approaches.**

Principal among our initiatives will be a training and invitation program built around the concept of personal relationships formed in advance of the events and activities we sponsor. In some scenarios, 8 out of 10 who respond to the message of hope will be those brought by a friend. We expect at least 10% of those attending to respond. Follow-up and mentoring will be built on a youth movement called the **330**.

At the 100 ***Livein' It*** events we have held on the streets and in parking lots around the country from 2003-2006, attendance has averaged between 1,500 and 5,000. We will expand that capacity 10-fold through the **AsSALT Tour**. By holding them indoors when possible, we vastly increase the focus of the audience and gain control over outside factors, thereby enhancing the impact of our event.

Media attention for our organization has been phenomenal, but with the expanded venue and audience, one can only imagine the added attention we will gather. ***Stephen has already appeared on an amazing variety of shows including, but not limited to:***

- Celebrity Apprentice (NBC)
- The Today Show (NBC)
- Carson Daly (NBC)
- The Tonight Show with Jay Leno (NBC)
- Scarborough Country (MSNBC)
- Fox & Friends (FOX)
- Hannity & Colmes (FOX)
- O'Reilly Factor (FOX)
- Greta Van Susteren (FOX)
- Cal Thomas (FOX)
- Larry King Live (CNN)
- Headline News (CNN)
- Howard Stern Show
- 700 Club (CBN)
- Praise the Lord (TBN)
- VH-1
- MTV
- The View (ABC)
- Jimmy Kimmel Live (ABC)
- The Tonight Show with Jay Leno

# Our Audience



**The AsSALT Tour will operate on a much larger scale.**

***Major publications have shown interest wherever we have gone.***

In Touch  
Kansas City Star  
Wireless Age  
Charisma  
Toledo Blade  
Myrtle Beach Sun News  
Tampa Tribune  
Columbus Dispatch  
Charleston Post

New York Times  
St. Paul Pioneer Press  
New Man  
The Oregonian  
People CCM  
Minneapolis Star-Tribune  
Associated Press  
Proclaim  
Idaho Statesman  
GQ

**An additional opportunity exists similar to the *Livin' It* skate video, which has now sold over 200,000 copies worldwide.**

This video has become a phenomenon all by itself and creates an exceptional vehicle for communicating our message as it is watched over and over again. We will continue to produce new and exciting extreme sports videos and media products within **The Breakthrough**, which we believe will have an even greater impact than the live events themselves.

# Building a Community

**Contemporary media will be of strategic importance to our movement. The nationally syndicated Breakthrough Radio program will provide a rallying point for the troops.**

Our radio program will be youth-oriented and focused on the everyday challenges kids face in their pursuit of happiness. This live call-in show will run weekly in every city that has an **AsSALT Tour** and serve as a voice of the movement that will overtake the city, as we seek to reach the youth of the community. Other forms of culturally relevant media such as podcasting, text messaging, and an internet community called **TheNewFreaks.com** will also be used to build a strong network of communication for this new movement.

**The Breakthrough Radio, TheNewFreaks.com and 330 Youth Movement will come to a city before the arena tour and be left in place afterward as an assist in the ongoing battle against spiritual darkness in the community.**

These three facets will all serve as a bridge connecting kids to kids and assisting in the process of lighting the fire and keeping our positive vision alive. Interested organizations will work with these kids to foster relationships that have a lasting impact on their future lives.

# Follow-Up

## **Follow-up begins immediately after the AsSALT Tour, as kids are released into a new way of thinking and living.**

They will be encouraged to spend daily time reflecting on their lives; become involved in the **330** and other organizations affiliated with the tour; tell their friends and become involved in their community in a positive way.

Following the **AsSALT Tour**, a final transitional gathering and celebration will be held for all those involved in the project. Kids will be encouraged to bring their friends with the hope that a second generation of youth will be harvested. One of the goals of follow-up will be to reach more kids as quickly as possible. Continued outreach will be fostered by our communications strategy and especially the **330**, **Breakthrough Radio** and **TheNewFreaks.com**.

**The Breakthrough** has relationships with hundreds of organizations locally and around the world, who will lend valuable assistance to the effectiveness of our follow-up and mentoring programs.

## **Pioneering. Innovation. Daring.**

The vision of BTM is enormous. It is our desire to implement this movement for the long term. Like others before us, we hope to impact our youth for generations to come by building something that will last. This kind of outreach has never been done and it will take daring and imagination to become the champions our youth need. If you understand our calling, we invite you to join us now.

## **Local organizations will be integral to the effectiveness of our follow-up plan.**

Of those who respond to the presentation, we will endeavor to reach 80% through telephone calls, emails and personal visits. Through the hard work of the involved community, we hope to have 50% or more of those contacted become actively involved in programs that will transform the youth and consequently, their community. We will do statistical reporting to learn the dynamics of our success and continue to push for better results.

The involved community will receive extensive training on how to effectively follow up on these kids, thus creating a legacy of trained leaders throughout the city. It is believed that these leaders will number in the thousands. We will report our results to anyone interested in them and use these statistics to lift the level of effectiveness for future events. The **AsSALT Tour** can be reproduced over and over again in large and small ways as an inspiration to the community on how to effectively reach today's youth.

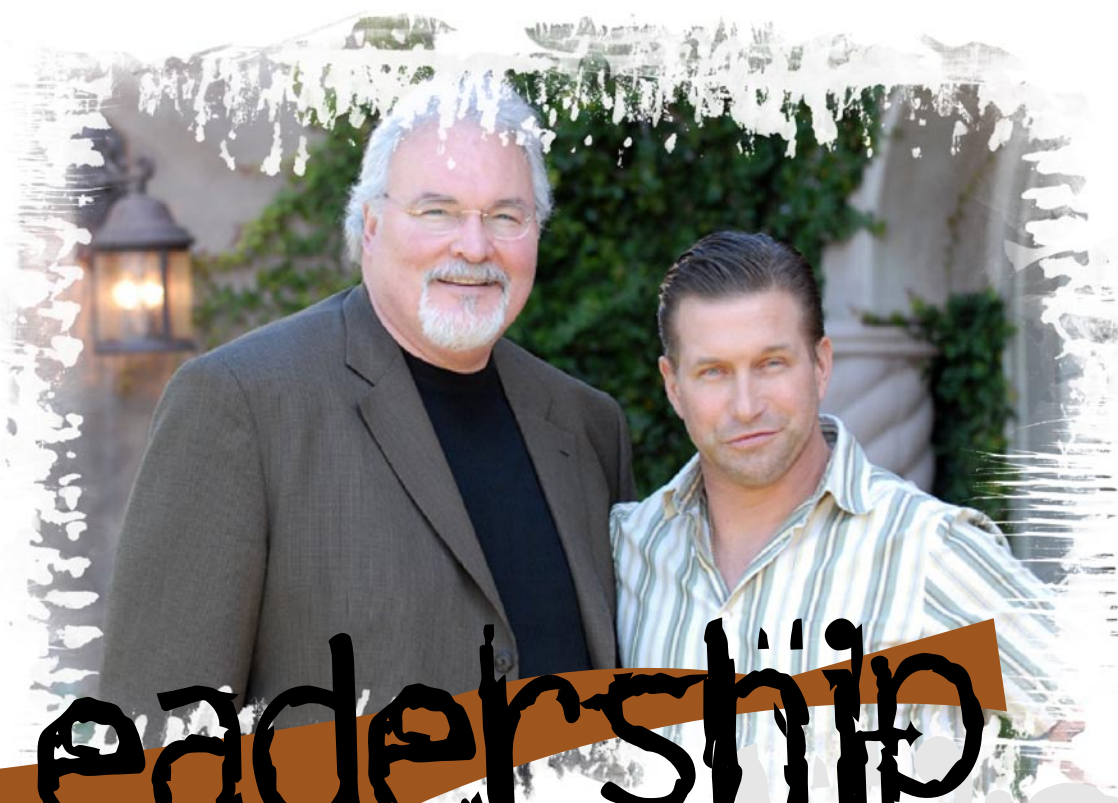
# Emerging Leaders

**Organizational plans hinge on leadership development and it is our prayer that thousands of young leaders will rise up to change the world with an enhanced set of values and beliefs.**

Volunteer organizational structures with staff supervision will be implemented to facilitate all aspects of our plan.

**In every community where we work, we will seek to find promising new young leaders who are attracted to a life of community service.**

Many of these newly-identified emerging leaders will be encouraged to become part of our team and accompany us to other communities or join us in various levels of responsibility. Our “leaders in training” will be encouraged to mentor others – because we learn to do by doing and we learn to lead by leading. We will be specifically attracted to emerging leaders whose gifting and calling are aligned with our youth-oriented mission.



# Our Leadership

**Throughout the years, our President Daniel Southern has served in a consultative capacity with ministries such as the Billy Graham Evangelistic Association, Harvest Crusades and Horizon Ministries. Dan comes from a strong background of spiritual outreach of over 30 years and has a wide range of personal contacts within communities across the globe.**

Most recently, he served as the 12th president of the American Tract Society, which is one of the oldest and most prestigious non-profits in America.

Dan's passion has motivated and encouraged leaders in more than 70 countries around the world.

Before joining ATS, Dan served with Billy Graham for over 18 years. In that capacity he traveled extensively, training and organizing leaders to more effectively reach their communities with an uplifting message of hope.

He directed many of Mr. Graham's most effective outreaches in such diverse locations as England, The Netherlands and Russia. In 1992, he was privileged to direct the largest single meeting Billy Graham has ever conducted in North America, on the Great Lawn in New York City's Central Park.

He has published many articles and most recently, *The Message of Leadership* from NavPress.

As team leader for Stephen Baldwin's organization, Dan is focused on building our movement from the ground up based on his many years of experience.

# Our Team



## **Derek Vaksdal, AsSALT Tour Director**

Derek Vaksdal serves as the AsSALT Tour Director. He has been involved with over 125 events worldwide with attendances surpassing 1.5 million. His **Fortune 200** engineering background and mobilization experience enable him to produce well attended, well organized events.



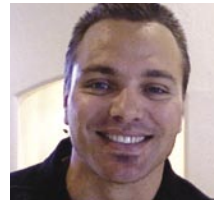
## **Bill Dolan, Technical/Stage Producer**

Bill Dolan, an Emmy-nominated TV Producer and Director, brings his many years of experience in production to the AsSALT Tour. He has produced and directed national and international broadcasts, live events for 100 to 200,000 people, and has acted as creative consultant for thousands of live broadcasts, webcasts, events and media elements.



## **Malcolm Teasdale, Big Idea Catalyst**

Malcolm Teasdale is leading the creative force behind the AsSALT Tour. He brings the event's radical vision to reality by creating edgy marketing and media strategies. His ad campaigns have been featured around the world. He has directed TV commercials, produced events and is an international speaker.



## **Mario D'Ortenzio, Director, 330 Youth Movement**

Mario D'Ortenzio leads the Global Breakthrough's youth movement division and co-hosts BTM Radio. He guides the efforts to train, empower and equip today's youth to transform their lives and their campuses in a radical way. Before the Global Breakthrough, Mario spent 7 years as an area director for the Fellowship of Christian Athletes.

# Your Role



## Your Support for The **BREAKTHROUGH** is Crucial!

With the current explosion of skateboarding occurring around the world, the success of utilizing extreme sports to connect with kids is already being greatly realized. Small skateboarding events are popping up everywhere.

In fact, at least two hundred new skate realities have been started over the last 3 years in America alone, averaging attendances of 200 to 2000 people. At least half of those are youth, with the average response being 10%. Imagine arenas filled with tens of thousands of kids and 10% of them turning their lives around as a result of the transformational experience they have at the AsSALT Tour. The most famous extreme sports athlete of all time is skateboarder Tony Hawk; his extreme sports tour titled "Boom Boom Huck Jam" has been selling out arenas around the U.S. for several years now at a cost averaging \$50 per seat!



**The Breakthrough** will model this phenomenally attractive tour concept. The main difference is that **The AsSALT Tour** will be a gift to each city it touches! There will be **no charge** for any show. Attendees will be seated on a first come first served basis. Imagine the impact this powerful free event will have on the youth in communities around the world!

**Your support of this effort may be one of the most important things you will ever do.**

[www.GlobalBTM.com](http://www.GlobalBTM.com)

[AsSALTTour.com](http://AsSALTTour.com)