

FOREWORD BY CRAIG GROESCHEL  
Pastor, LifeChurch.tv



**Bil Cornelius**  
Pastor of Bay Area Fellowship

**I DARE  
*YOU*  
TO  
CHANGE!**

**Discover the Difference Between  
Dreaming of a  
Better Life and Living It**

**ELECTRONIC PRESS KIT**

# I DARE *YOU* TO CHANGE!

## PRESS RELEASE

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## I DARE YOU TO CHANGE! HITS USA TODAY & WALL STREET JOURNAL BESTSELLER LISTS

**Author, Pastor Bil Cornelius dares readers to change, over 2000 sign the pledge**

CORPUS CHRISTI, Texas, Sept. 15, 2010 – After releasing at the beginning of September, “I Dare You to Change! Discover the Difference Between Dreaming a Better Life and Living It” (Guidepostsbooks, ISBN0-8249-4818-1) by Pastor Bil Cornelius has already hit the USA Today and Wall Street Journal Best-seller lists. The book debuted as No. 32 on the USA Today list and No. 4 on Wall Street Journal’s non-fiction list.

A book for people who wish they could get their act together, change their situation or rise to the next level. Cornelius, founder and pastor of Bay Area Fellowship in Corpus Christi, appeared on Fox and Friends last week to share wisdom from the book and make a challenge to change. To view the footage, **visit: <http://bit.ly/avSu8G>**

“This book’s success shows exactly how hungry people are for change. Most people I meet want to change their lives and their current situations, they just don’t know how,” Cornelius said. “Through ‘I Dare You to Change!’ my hope is that people will find the answers they are looking for.”

Just a few weeks after the book launch, more than 2000 people have signed the pledge to change on the book’s website, [www.IDareYouToChange.com](http://www.IDareYouToChange.com).

“I Dare You to Change!” addresses real-life obstacles that get in the way of reaching one’s full potential: negative attitudes; human error or sin; concentrating on the small details instead of the big picture; and failure to work through pain and using it for good. These distractions leave people short of their goals and God’s plan for their life.

During the launch of “I Dare You to Change!” Pastor Cornelius joined with Corpus Christi Mayor Joe Adame to issue a challenge to the city of Corpus Christi to change, specifically highlighting the goal of weight loss. Corpus Christi was recently ranked the most over-weight city in America by Men’s Health magazine. Pastor Cornelius also preached six services on an elliptical machine to show that change takes work.

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“Things don’t change overnight, but I truly believe that every person has the power and the ability to change and improve their life,” Cornelius said.

Cornelius writes not only from his experience as a counselor and mentor, but also from personal experience as a pastor. He describes his failures on the path to starting Bay Area Fellowship more than 10 years ago. Today, it has eight campuses with an average weekly attendance of more than 8,000, and Cornelius’ weekly sermons can be viewed around the globe on the TBN and Daystar Christian networks.

For more information, visit <http://www.IDareYouToChange.com>.

# I DARE *YOU* TO CHANGE!

## INTERVIEW AVAILABILITY

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### **WHAT:**

Bil Cornelius, author of national bestseller “I Dare You to Change! Discover the Difference Between Dreaming of a Better Life and Living It,” appeared on “Fox & Friends” Thursday to discuss his message of change. Cornelius believes that most people want to change but don’t know how to go about it.

His hometown, Corpus Christi, Texas, was recently judged the fattest city in America by Men’s Health magazine. As part of the “I Dare You to Change!” Cornelius challenged it to lose weight. As part of the challenge, he preached six services over Labor Day Weekend at his church, Bay Area Fellowship, from an elliptical to show that change takes “sweat.” Cornelius believes that principles of the book apply to all areas of life.

### **WHO:**

Bil Cornelius, pastor of Bay Area Fellowship in Corpus Christi, one of the fastest growing churches in America with weekly attendance of about 8,000.

Cornelius, 38, attracted national attention over Easter weekend by giving away millions of dollars in merchandise, using the giveaway as a metaphor for the ultimate giveaway, eternal life through Jesus Christ. He appeared on Fox, CNN and MSNBC to discuss the event.

His television show, “Bil Cornelius, Life without Limits,” is broadcast nationally on Trinity Broadcasting Network, Daystar Television Network and The Church Channel. He has spoken at numerous church events, including Rick Warren’s Purpose Driven Church Conference and Ed Young’s Creative Church Conference.

### **WHEN:**

By appointment

### **WHERE:**

In studio in Texas or via phone

### **DETAILS:**

To arrange an interview with Bil Cornelius, please contact Aaron Guevara at 361.993.5900 x127 or via e-mail at [aarong@bayareafellowship.org](mailto:aarong@bayareafellowship.org).

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## BIO

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### **BIL CORNELIUS**

In relatively short time, Bil Cornelius has emerged as one of the most dynamic young preachers in America.

Cornelius and his wife, Jessica, moved to Corpus Christi in 1997 and began regularly hosting a small group in their one-bedroom apartment. That core group has since evolved into one of the country's fastest-growing congregations, Bay Area Fellowship.

Cornelius was born on June 30, 1972 in the Houston area and accepted Christ as his savior at age six. By the time he was in junior high school, he felt a call to be a pastor and reach out to people who felt disillusioned with religion. When he was in high school, he led friends to Christ, but he chose to do it in the school hallways or at a sports event, not at church.

"I thought, 'Oh, no, whatever you do, don't bring them to church—you'll mess it up.'" he told the Corpus Christi Caller-Times for a profile in 2008. "I feel bad saying that, but I have to be honest and say most of my friends thought church was lame."

He went to college at Stephen F. Austin University in Nacogdoches, Texas, where he earned his bachelor's degree in speech communication. He met Jessica there and led a Bible study that attracted more than 200 students.

After graduation, they moved to the Dallas area, where he earned a master's of divinity from Southwestern Baptist Theological Seminary and served on staff at area churches before moving to Corpus Christi and starting Bay Area Fellowship.

The church's rapid growth has made him an emerging influence in Christian circles. His television show, "Bil Cornelius, Life without Limits," is broadcast locally in Corpus Christi on CBS and Time Warner Cable and nationally on Trinity Broadcasting Network, Daystar Television Network, The Church Channel and soon to come ABC Family. He has also appeared on CNN, MSNBC, and Fox and Friends.

Cornelius has spoken at numerous church events, including Rick Warren's Purpose Driven Church Conference and Ed Young's Creative Church Conference. Warren and Young are both friends and mentors.

Cornelius has a passion for mentoring Pastors and Church Planters across the nation, sharing with them his past experiences that helped grow Bay Area Fellowship with an average weekly attendance of over 8,000 members.

The Corneliuses have three children, Mason, Cole and Sophie.



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## BACKGROUND

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### BAY AREA FELLOWSHIP

The story of the explosive growth of Bay Area Fellowship is a testimony to the faith and vision of a small group led by Pastor Bil Cornelius and his wife, Jessica.

When Cornelius was attending seminary in the mid-1990s, he dreamed of starting a church that would reach out to people who were disillusioned with religion or never had attended church, he writes in his new book, "I Dare You to Change! Discover the Difference between Dreaming of a Better Life and Living It."

"I dreamed of a place where I could bring my unchurched friends," Cornelius writes. "I had a lot of high school and college buddies who wouldn't be caught dead in church. Even though church had changed my life, it wasn't speaking their language. I knew I'd have to start something from scratch because I didn't want to try and change an existing church."

Not long after the Cornelius family moved to Corpus Christi, Texas in 1997, their core group of fewer than 10 people decided to pool their resources to pay for a mailing to more than 70,000 area homes, inviting them to the church's first community service.

On Jan. 18, 1998, more than 200 people heard Cornelius preach at a local elementary school, and he was well on his way to seeing his vision for a church of thousands fulfilled.

Today, Bay Area Fellowship is the biggest church in Corpus Christi with weekly attendance of about 8,000 among eight campuses. Outreach magazine named it one of the 100 fastest-growing churches in America in 2004, 2005, 2007, 2008, 2009 and most recently, ranked the 15th in 2010.

Services benefit from the latest technology and creative staging. During one sermon, the church stage was set up like a scene from an Indiana Jones movie. Cornelius flew down on a zip wire, donned a black fedora and began preaching a Bible-based message.

This past Easter, the church gave away more than \$4.5 million in donated products and services, including flat-screen televisions, furniture and cars. Cornelius used the giveaway as a metaphor for what he called the ultimate giveaway – Christ's gift of eternal life.

More than 23,000 attended Easter weekend services. "They're coming for the loot and leaving with Jesus," Cornelius said.

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## ENDORSEMENTS

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“I Dare You to Change” is both challenging and inspirational, a great guide to make God-given dreams a reality with plenty of practical advice. This book will move you to action to start living God’s best in your life.

Bil Cornelius’ challenge to live the life you have always dreamed of is inspirational, and his practical advice will propel you to action. Read this book now!”

**Craig Groeschel – Senior Pastor of LifeChurch.tv  
Author of “The Christian Athiest”**

“Bil Cornelius is a leader who lives life on another level. Not only will his message increase your capacity to dream, it will change the way you see your potential.”

**Steven Furtick – Lead Pastor, Elevation Church Author  
of “Sun Stand Still”**

“For most people, there’s comfort in familiarity; easiness in knowing what to expect. But most people also know that to grow in life, change is a must.

Whether you are looking for a new career, hoping to discover a path for your future or simply have that unexplainable feeling that there’s more to life, this book is for you.

In “I Dare You to Change,” my good friend Bil Cornelius challenges readers to not only recognize and embrace the need for something different in their lives, he also lays the foundation for how to make that change happen and experience the most out life.

**Ed Young – Senior Pastor of Fellowship Church  
Author of “Outrageous, Contagious Joy”**

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## EXCERPTS

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### I DARE YOU TO CHANGE! - BIL CORNELIUS

#### Introduction: From Wanting More to Achieving More

"I've spent my adult life helping people respond to the challenges we all face. I'm constantly confronted by the stress, burnout, poor health, lack of direction, inefficiency, indecision, and stagnation that plagues Americans today. But these problems don't discourage me because I know people can change. I know that, because I changed."

"I firmly believe that most people want to do better, get better, and live better. We don't want to settle for less; we just don't know how to achieve more."

#### Step 1: Break the Cycle of Failure

"Pain is your greatest advantage. The pain that you're struggling with right now can help you. It can be an incredible mentor. Pain can teach you resolve. In fact, I believe pain is possibly the best motivator you have in life. Pain is a better motivator than pleasure will ever be."

#### Step 2: Follow a New Call

"Where we start is not important; it is where we finish that makes the difference. God doesn't speak to us as we are. He speaks to us as we can become. God separates us from our current failures, our current situations, so we look at ourselves as winners."

#### Step 3: Pay the Price

"Paying the price of change is painful and difficult. However, you must go through it to end up where you want to be five years from now, miles ahead of your current situation."

#### Step 4: Adopt a New Attitude

"God blesses His work. Instead of Him getting into your business, He is asking you to join Him in His. There's a difference. We have to discover what He wants for us and the direction He is leading us to go. We have to raise our thinking to God's way of thinking in order to raise our life to the abundant life He has for us."

#### Step 5: Develop a Plan

"The necessary ingredient in any formula for success is vision – your underlying, driving desire-filled WHY? This is why Solomon, considered one of history's wisest men, said: 'Where there is no vision, the people will perish' (Proverbs 29:18)."

#### Step 6: Assemble a Team

"We have many examples of teamwork in the Bible. God lives in a community called the Trinity. He is never alone. He is three persons: the Father, the Son, and the Holy Spirit. These persons are all the same God, yet in their diversity they form a bond of unparalleled strength."

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### Step 7: Be Willing to Change Your Plans

“If you want God to take you to your next level you have to understand where He wants you to go. Remember, God never rewards mere intentions; God rewards your actions. Results never happen from the best of intentions. Results happen because you got a vision from God, created a plan, and worked your plan.”

### Step 8: Act Decisively

“Many believers forget that God gave them a creative mind. In other words many times, God brings you the inspiration, but He wants your perspiration and your ingenuity to carry out His plan. Sometimes we keep asking for miracles while we neglect the fact that one of the greatest miracles in the universe is the human mind – especially when that mind asks for God’s direction.”

### Step 9: Face Challenges Head-On

“Difficulties, criticisms, pain, and disappointment can actually accelerate your development, especially when you understand the value of each. For in the midst of those challenges, you learn the value of faith and persistence.”

### Step 10: Sustain your Success

“I have found that success and failure are almost always linked. I don’t know anyone who has achieved much without suffering from bad judgment, defeats and failures. In fact, a man or woman who has never been defeated is usually a person who has never tried, has never risked.”

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## TALKING POINTS

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- AFTER RELEASING AT THE BEGINNING OF SEPTEMBER, "I DARE YOU TO CHANGE! HAS HIT THE USA TODAY AND WALL STREET JOURNAL BESTSELLER LISTS. THE BOOK DEBUTED AS NO. 32 ON THE USA TODAY LIST AND NO. 4 ON WALL STREET JOURNAL'S NON-FICTION LIST.
- JUST WEEKS AFTER THE BOOK LAUNCH, CLOSE TO 3,000 PEOPLE HAVE SIGNED THE PLEDGE TO CHANGE ON THE BOOK'S WEBSITE, [WWW.IDAREYOUTOCHANGE.COM](http://WWW.IDAREYOUTOCHANGE.COM)
- PASTOR BIL'S HOMETOWN OF CORPUS CHRISTI, TEXAS, WAS RECENTLY JUDGED THE FATTEST CITY IN AMERICA BY MEN'S HEALTH MAGAZINE. AS PART OF THE "I DARE YOU TO CHANGE!" CORNELIUS CHALLENGED IT TO LOSE WEIGHT. AS PART OF THE CHALLENGE, HE PREACHED SIX SERVICES OVER LABOR DAY WEEKEND AT HIS CHURCH, BAY AREA FELLOWSHIP, FROM AN ELLIPTICAL TO SHOW THAT CHANGE TAKES "SWEAT." CORNELIUS BELIEVES THAT PRINCIPLES OF THE BOOK APPLY TO ALL AREAS OF LIFE.
- LOSING WEIGHT IS JUST ONE OF THE WAY CORNELIUS IS DARING PEOPLE TO CHANGE. IN HIS EXPERIENCE IN WORKING WITH PEOPLE FROM ALL BACKGROUNDS, HE BELIEVES ANYONE CAN BREAK PAST BARRIERS AND BECOME SUCCESSFUL. WITH THE LESSONS LEARNED IN THE BOOK, HE HAS SEEN MEMBERS OF BAY AREA FELLOWSHIP CHURCH CHALLENGE THEMSELVES AND BE AMAZED AT THE MIRACLES THAT HAVE FOLLOWED - FROM PEOPLE GIVING UP DRUGS OR UNHEALTHY RELATIONSHIPS TO SINGLE MOTHERS PROVIDING FOR THEIR FAMILY.
- THROUGH THE BIBLICAL LESSONS IN THE STORY OF GIDEON, "I DARE YOU TO CHANGE!" WALKS THE READER THROUGH AN IMPOSSIBLE SITUATION THAT BECOMES POSSIBLE AND SHOWS HOW GOD CAN DO EXTRAORDINARY THINGS WITH ORDINARY PEOPLE.
- MOST RECENTLY, BAY AREA FELLOWSHIP, WAS RANKED AS THE 15TH FASTEST GROWING CHURCH IN AMERICA BY OUTREACH MAGAZINE WITH AN AVERAGE WEEKLY ATTENDANCE OF OVER 8,000.
- EASTER 2010, BAY AREA FELLOWSHIP ATTRACTED OVER 23,000 VISITOR'S BY GIVING AWAY MILLIONS OF DOLLARS IN MERCHANDISE, USING THE GIVEAWAY AS A METAPHOR FOR THE ULTIMATE GIVEAWAY, ETERNAL LIFE THROUGH JESUS CHRIST. HE APPEARED ON FOX, CNN AND MSNBC TO DISCUSS THE EVENT.
- BIL CORNELIUS MINISTRIES PRODUCES A TELEVISION SHOW, "LIFE WITHOUT LIMITS," AND IS BROADCAST NATIONALLY ON TRINITY BROADCASTING NETWORK, DAYSTAR TELEVISION NETWORK, THE CHURCH CHANNEL AND COMING SOON ABC FAMILY.

### PREVIOUS MEDIA INTERVIEWS:

[HTTP://WWW.BAYAREAFELLOWSHIP.COM/VIDEO/BILS-FOX-NEWS-INTERVIEW](http://WWW.BAYAREAFELLOWSHIP.COM/VIDEO/BILS-FOX-NEWS-INTERVIEW) (FOX & FRIENDS - ULTIMATE GIVEAWAY)  
[HTTP://WWW.YOUTUBE.COM/WATCH?V=O8HF8ILEOC8](http://WWW.YOUTUBE.COM/WATCH?V=O8HF8ILEOC8) (CNN - ULTIMATE GIVEAWAY)  
[HTTP://WWW.MSNBC.MSN.COM/ID/21134540/VP/36134567#36134567](http://WWW.MSNBC.MSN.COM/ID/21134540/VP/36134567#36134567) (MSNBC - ULTIMATE GIVEAWAY)