

CHAD EASTHAM: LIVE

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FEATURES & BENEFITS

- Chad Eastham—funny, smart, warm-hearted youth speaker/author that speaks to guys and girls in a never-before-seen performance
- Special guest Jenna Lucado
- Includes never-before-seen footage plus Chad's *Girls Like Girls Who . . .* performance from the 08-09 Revolve® Tour
- Designed to help girls and guys understand a successful guy/girl relationship

Spilling guys' secrets (easy) and explaining the mystery of girls (if that's possible).

This DVD investigates what guys and girls truly appreciate about one another. Chad's blunt honesty and great comic timing put teenage reality front and center for all to see. Gives girls the honest scoop on how guys are wired and helps guys figure out how to honor and befriend a girl. Shot in arenas, cafes and the wild outdoors—including Q&A with real girls and guys. Hang on for edge-of-your-seat fun and craziness along with Godly wisdom and scriptural truths.

Includes never-before-seen footage as well as Chad's Revolve® Tour presentation on his book, *Guys Are Waffles, Girls Are Spaghetti*.

Format: DVD

UPC: 023755413697

ISBN-13/EAN: 978-1-4003-1554-3

Price: \$14.99 U.S.

Ship Date: 9/2/2009

Pub Date: 9/29/2009

Length: 60 Minutes

Carton Qty: 30

Age Group: 12 - 17

Distribution Rights: Worldwide

BISAC Category: JUVENILE NONFICTION / SOCIAL ISSUES / DATING & SEX (JNF053020)

MERCHANDISING

- DVD Demo: 978-1-4003-8983-4
- Revolve® 2009 Endcap Kit: 978-1-4003-8973-5

ADVERTISING

- Featured at Women of Faith® conferences
- Promoted at Revolve® events
- Viral campaign targeted at social networking and author's websites
- Featured on womenoffaith.com and revolvetour.com
- Digital promotional kit, which will include instant messaging icons, wallpaper, and screen savers
- Digital flipbook created and embeddable code available for use on partner sites
- MP4 promotional video available to partners

PUBLICITY

- Extensive web and blog campaign
- Print campaign targeting trade, teen, and current culture magazines to secure reviews and features
- Radio promotions
- Tie-in with publicity of *Guys are Waffles, Girls are Spaghetti* trade book

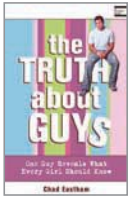
PREVIOUS TITLES

- 978-1-4003-1300-6 *Guys Like Girls Who . . .*
- 978-1-4003-1516-1 *Guys Are Waffles, Girls Are Spaghetti*
- 978-1-4003-0968-9 *The Truth About Guys*
- 023755410092 *The Truth About Guys DVD*

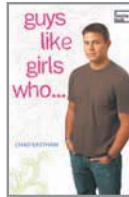


Popular teen speaker **Chad Eastham** reaches about 125,000 teenage girls each year on the Revolve Tour. Chad is also Assistant Director at Healthy Visions, a research and education agency for teens. He has written an award-winning health curriculum and two books for teens. **Hometown:** Nashville, Tennessee
Books Sold to Date: 50,000+

Young Adult - Nonfiction



The Truth About Guys
Chad Eastham
ISBN 13: 978-1-4003-0968-9
\$12.99 • TP
UPC: 023755410092
\$14.99 • DVD



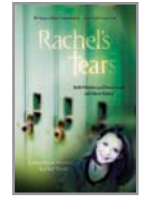
Guys Like Girls Who . . .
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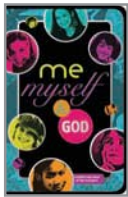
**Guys Are Waffles,
Girls Are Spaghetti**
Eastham/Farrel/Farrel
ISBN-13: 978-1-4003-1516-1
\$12.99 • TP



Wait For Me
Rebecca St James
ISBN-13: 978-1-4003-1287-0
\$14.99 • TP



Rachel's Tears
Nimmo/Scott
ISBN-13: 978-1-4003-1347-1
\$14.99 • TP



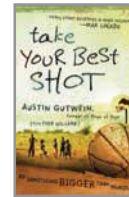
Me, Myself, and God
Claire Page
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\$12.99 • TP



Secrets Young Women Keep
Jill Hubbard
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Lucado/Lucado
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\$12.99 • TP



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Gutwein/Hillard
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\$12.99 • TP