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**PLATINUM RECORDING ARTIST DON MOEN LAUNCHES  
NEW ENTREPRENEURIAL AND NONPROFIT VENTURES:  
THE DON MOEN COMPANY AND WORSHIP2ACTION**

Nashville, TN, July 28, 2008 – Platinum-selling Christian recording artist Don Moen today announced the formation of The Don Moen Company—a new entrepreneurial venture with a mission to proclaim and demonstrate the values of the Kingdom of God to the world—as well as, Worship2Action—a 501 (c) (3) ministry designed to give Christians tangible opportunities to serve the poor.

After faithfully serving as label executive, artist and songwriter with Integrity Media for 20 years, Moen moves beyond this association to pursue dreams that have been in his heart for decades. “It has become clear to me that being president of a Christian music company is only part of the role God is calling me to fill,” Moen says. “The Don Moen Company will allow me to continue to resource the Church, especially in the area of worship, and, at the same time, communicate Kingdom values to the culture at large.”

In building the Don Moen Company, Moen has engaged Chris Long, a veteran communications and entertainment executive, as Chief Operating Officer. “It is an incredible privilege to serve Don in this new endeavor,” Long adds. “Our vision is to build a progressive enterprise that fully utilizes Don’s strengths as a mentor, visionary leader and product creator—in the U.S. and around the world. We intend to partner with organizations and leaders that have a passion for God’s Kingdom, and expect to announce our first major acquisition within 30 days.”

While at Integrity Media, Moen served as President of Integrity Music and appeared as the face of the organization around the globe, leading live worship experiences under the brands iWorship and Songs4Worship. Moen personally attracted and signed influential worship artists/songwriters for the company, including Hillsong Church, Israel Houghton, Ron Kenoly and Paul Baloche. Moen’s RIAA-certified gold worship album, *Give Thanks*, has sold more than one million copies worldwide, and his Dove Award-winning musical, *God With Us*, is one of the best-selling church musicals of all time.

Regarding his nonprofit venture, Worship2Action, Moen explains: “While the Don Moen Company will focus on inspiring and equipping people through products and live events, Worship2Action will encourage people to respond to God’s love in very practical ways, by serving those who so desperately need it.” In the fall of 2008, under the auspices of Worship2Action and in partnership with UNICEF, Moen will travel to Vietnam where he will help provide quality healthcare and education services to handicapped Vietnamese children, disabled as a result of exposure to dioxin left over from the spraying of Agent Orange during the Vietnam War.

Worship2Action Executive Director Eric Eitel adds, "Our goal is to encourage people to direct the energy, love, and clarity that comes from times of worship into tangible expressions of service to the poor. We want to bring attention to the plight of children, widows, and orphans around the world and call believers to action. Our trip to Vietnam with UNICEF will be our maiden voyage, but only the first in a series of places around the world where we plan to bring hope, healing, love, and comfort."

Moen has just finished recording *I Believe There Is More*, his final worship album on the Integrity label. *I Believe There Is More* will be available in the U.S. in the spring of 2009, followed by the release of a new DVD. Until then, Moen will teach and mentor young songwriters at worship conferences throughout the U.S., launch a worship tour of Asia, and conclude 2008 in Nigeria as the featured artist at The Experience, a music festival expected to draw crowds of up to 500,000.

For more information, visit [www.donmoen.com](http://www.donmoen.com) or contact Micki Ann Harris at 251 633-2008 or [mickiann@donmoen.com](mailto:mickiann@donmoen.com).

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