



Press Release

Released: March 8, 2007

‘Jesus. All about life’ V8 Ute in 6th Place after Clipsal 500 event

“Great opportunity for Gospel” says driver Andrew Fisher

The ‘**Jesus. All about life**’ V8 Ute finished a creditable sixth in the first V8 Ute round for the 2007 series. A five year veteran of motor racing, driver **Andrew Fisher** decided to carry the *Jesus. All about life* brand as a way of sharing his faith.

The official V8 Ute official web site credited Andrew’s result to some ‘upstairs assistance’;

“Jesus. All About Life driver Andrew Fisher had a scorcher of a weekend, considering this was his first V8 Ute appearance. Some may put Fisher's efforts down to lots of luck and a bit of upstairs assistance but his skill level and driving ability teamed with a high class preparatory effort of Hi-Tech Motorsport are in no doubt the driving force behind his impressive rookie result.” www.v8utes.com.au

The **Jesus. All about life** campaign is a prime-time media campaign developed by Bible Society NSW. It has run in Adelaide, (August, 2005) and Canberra (April, 2006) and is set to run in Tasmania in September, 2007

Andrew has previously raced in the Lotus and MG ‘one make’ racing series.

When asked why he had Jesus on his Ute, Andrew said; “I was thinking of putting a fish (Christian symbol) on the back of the Ute or having a ‘Christian’ nickname but my wife challenged me by saying, ‘Well if you really want to make a statement why don't you advertise the *Jesus. All about life* campaign on the Ute?’. We have been financial supporters of the ‘Jesus. All about life’ campaign and have been impressed with its format and relevance,” he said.

After some initial scepticism from his team of mechanics, Andrew said that by the end of the weekend, the stream of visitors and supporters who came to the pits, showed everyone that Jesus was a real drawcard.

“It was a great weekend, I was referred to as either ‘Jesus in the No.9 Ute’ or ‘Fisher of Men’ by the commentators who obviously struggled to get their heads around having Jesus’ name on a V8 Ute. The other competitors were great and very accepting of my position. So many people came and offered their encouragement it was a wonderful experience, it has already had an amazing impact on all concerned,” said Andrew.

Plans for the future include a 'Jesus. All about life' V8 Ute poster, T-Shirts and cards carrying Andrew's testimony. The next race for the JAAL Ute will be at the Melbourne Grand Prix commencing on Wednesday, March 14th til 18th.

Andrew is looking for Christians to support this initiative which will see the 'Jesus. All about life' V8 Ute reach over 1.5 million live audience and 10 million on TV. For more information, contact andrew@willpower.com.au or Bible Society NSW on 02 9888 6588.

For more information:

Martin Johnson – Communications Manager, Bible Society NSW

02 9888 6588. 0417 028 438

mjohnson@biblesocietynsw.com.au

Anne Marie Fisher – 0412 307 539. Fax: 02 42 68 4551

annie@willpower.com.au

www.biblesocietynsw.com.au/misc/v8ute