

**For Immediate Release:** Green Bay, Wisconsin, U.S.A.

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## What is this new, different LORD'S REALLY BIG IDEA?

The **Lord's Really Big Idea** is a divinely-inspired, powerful, new multimedia marketing campaign and tour that will lift up the name of **God's Son, Jesus**, in all the world.



It will feature the new “unforgettable” **Salvation Army® Air Force**, a huge airship with a massive video screen on its side which will broadcast video that will get everyone's attention, flying from Corps to Corps locations.

It will also feature a full length motion picture detailing the happenings of this campaign and the airship as it lands at the planned Corps locations,



and as **Salvation Army®** officers minister to the massive crowds assembled during this tour.



For full details about the **Lord's Really Big Idea**, visit [LordsReallyBigIdea.Org](http://LordsReallyBigIdea.Org) where you can preview a video about this multimedia campaign, review the extensive documentation, understand God's vision along with supporting scriptures, and contact **Ronnie Schmidt, CEO**,

**Marketing Consultants Group, LLC**, this multimedia campaign's divinely-inspired facilitator at [Ronnie.Schmidt@MarketingConsultantsGroup.com](mailto:Ronnie.Schmidt@MarketingConsultantsGroup.com).

**About The Salvation Army®** ([SalvationArmy.Org](http://SalvationArmy.Org)) The Salvation Army is an integral part of the Christian Church, although distinctive in government and practice. The Army's doctrine follows the mainstream of Christian belief and its articles of faith emphasize God's saving purposes.

Its objectives are 'the advancement of the Christian religion... of education, the relief of poverty, and other charitable objectives beneficial to society or the community of mankind as a whole.

**About Ronnie Schmidt**, CEO, Marketing Consultants Group, LLC (800) 330-8908 Ext. 807 [Ronnie.Schmidt@MarketingConsultantsGroup.com](mailto:Ronnie.Schmidt@MarketingConsultantsGroup.com) has been **Salvation Army® Advisory Board Member** (Ogdensburg, NY) visionary CEO of the **Marketing Consultants Group, LLC**, and **Facilitator** of the **Lord's Really Big Idea** and was given the direct responsibility by God for compiling all of the divinely-inspired details for this new, different multimedia campaign to literally lift up the name of His Son, Jesus, in all the world.

He authored the **White Paper** on aerial advertising called ***"Why Aerial Advertising? Can Advertising With An Airship (Blimp) Be As Effective As Traditional Forms Of Advertising?"***

**Ronnie**, along with **Pastor Philip Caruso, Ogdensburg, NY**, was the **Facilitator** of a **Ministry Initiative Outreach** called **BeBlessedNow.Org** where a small group of **22 Intercessory Prayer Warriors** from one church **prayed for an entire city of over 13,000 people, one by one, name by name over a period of 6 months.**

In the end, it was all about **what God did**, all of the miracles, blessings, and new salvations that occurred in the city for all the people. We learned that it was **much easier to talk to God about people rather than talk to people about God** and intercede on their behalf at the unction of the Holy Spirit to pray to Him to send His Spirit to minister to the people.

For His Word does not return void unto Him, and thus the concept of **"Prayer Evangelism"** evolved that **tore down the enemy's strongholds and gave new life to the city with God getting all of the glory.**

Watch and see what He does, after all the hard work of praying for the thousands of people was completed. The entire story of what happened and how you can start your own **"Prayer Evangelism" Initiative** is on the **BeBlessedNow.Org** web site.