

Winter Jam Host Impacts Tour Culture With Gospel Message

Nick Hall, Winter Jam 2012's featured speaker, has witnessed more than 154,000 people to date make decisions for Christ as a result of the tour's evangelistic music and ministry focus.

The PULSE Movement founder and chief communicator has taken center stage to present the gospel at all 47 Winter Jam spots around the country. His multimedia message carries the vision of the PULSE Movement: to awaken culture to the reality of Jesus.

"Winter Jam has been a process of saying, 'God, I want this to be all about You. Give me Your heart for this city, this arena, these venue workers. Move today in a new way,'" says Hall. "Every night our goal is to simply proclaim Jesus. We are seeing God literally transform hearts and lives. He is showing our PULSE team and me how we can keep a laser focus on the gospel during these days."

Hall adds: "Beyond countless relationships being established through Winter Jam, the PULSE team continues cultivating outreach opportunities around the country to engage the youth of this generation and stir their hearts for Christ."

Hall birthed the PULSE Movement in 2006 as a student at North Dakota State University. The student-led initiative has since spread to more than 30 college campuses and dozens of communities across the nation and is one of the fastest-growing youth evangelistic movements in America. PULSE encompasses student prayer gatherings, evangelism training, outreach events and PULSE RESET, an extensive post-outreach follow-up process.

One of the emerging Christian leaders of this generation, Hall is a partner evangelist with the Billy Graham Evangelistic

Association and the Luis Palau Association through festivals and training events. Last year he emceed three BGEA "Rock the River Tour" events, and Hall was among 4,000 international delegates invited to attend The Third Lausanne Congress on World Evangelization in Cape Town, South Africa, in 2010.

In eight years, he has spoken in front of tens of thousands at concerts, outreach events and various festivals, including Lifelight, Sonshine and Lifest.

At Winter Jam, Hall shares the stage with Skillet, Sanctus Real, Peter Furler, Kari Jobe, Building 429 and NewSong, among other top artists. Since January, the tour has played to more than 496,000 people.