



News Release

For Immediate Release



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Climber's Fall Leads to Higher Road

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LOVELAND, Colo.—He faced a 100-foot fall and had one hour to live; now, two years later, Craig DeMartino doesn't take his family, his life or simple pleasures like a good bowl of cereal for granted.

On July 21st, 2002, Craig was climbing in Rocky Mountain National Park on a very difficult climb called "Whiteman" on Sundance Buttress. A small miscommunication caused Craig to freefall at over 100 miles per hour and land on the mountain floor, feet first, with a thud.

Through a series of miraculous events Craig survived his fall. His near-death experience has been an eye-opener and life-changer for sure, but events surrounding Craig's story today are just as interesting as his incredible survival.

A Life Re-Collected

Everything is different for Craig, from the value of Honey Nut Cheerios to his relationship with his family and his bond with God. "Two years after my climbing accident I still feel that my connection with my family and friends remains strong." Craig says, "My faith centers on keeping things simple, and although a lot of things still compete for my attention, I try my best to keep God at the forefront of my thoughts and actions." (continued on page 2)

During Craig's recovery, a film crew documented his story. Group Publishing, where Craig works as a full-time photographer, decided to provide churches with the video at no cost in order to challenge viewers about what is most important in their lives. The theme, woven through the video, asks, "What is the one thing that matters the most?"

Over 35,000 copies of "After the Fall" have been given away, and in a unique turn of events it looks like Craig's relationship with God may not have been the only one changed. Hundreds of thousands of men and women have watched the video, most of them with tears in their eyes.

Thom Schultz, founder and president of Group, says Craig's story has inspired virtually everyone who's seen the video. "We at Group have been inundated with thanks from church leaders all over the country for how this video has inspired and encouraged people. It's thrilling to see a resource like this change so many hearts for Christ."

Craig says, "It's incredible how God has used my climbing accident to touch and challenge so many lives. I'm extremely humbled, thankful and dumbfounded all at the same time."

For DeMartino it is not business as usual—every day is new and a gift. Craig didn't walk away from his fall unchanged; his right leg was amputated below his knee and he has learned to use a prosthetic. Craig has walked away, however, with a renewed purpose and direction for life and he will never be the same. "It's all about exchange. Giving up my leg and the ability to climb like I once did brought a new and complete perspective on the one thing that matters in life, which for me is a growing relationship with God."

The "After the Fall" video, free from Group, is still available through Group's "Give Back" program. Every year, Group donates 10% of its profits to charities and in gifts to churches. Churches can order a free copy by visiting Group's website at www.group.com/afterthefall or by calling 1-800-747-6060, ext. 1324.



Fact Sheet

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Really, really neat facts about Group Publishing:

- Group was founded in 1974 by Thom Schultz
- Group employs more than 275 people in Loveland, Colorado
- Group was voted “Best Place to Work” by the Fort Collins Coloradoan in 2004
- Group was selected “Best Christian Workplace” by Christianity Today in 2003
- Group offers life-changing ideas for churches including:
 - ministry books
 - children’s church
 - midweek programs
 - adult small groups
 - websites
 - devotionals
 - youth Workcamps
 - leadership training
 - Bibles
 - ministry magazines
 - Sunday school curriculum
 - vacation Bible school
 - HomeBuilders Couples Series®
 - Bible studies
 - worship, music, and dramas
 - CDs, videos, & DVDs
 - ministry training
 - volunteer management services

Group Gives:

- Group has gathered and trained more than 185,000 students who have worked on more than 31,000 low-income homes in the past 28 years at no charge to the residents through Group Workcamps Foundation.
- Group gives 10% of its profits back to the community and churches every year. Since 1997, Group has donated \$465,000 to non-profit organizations in Northern Colorado through Group’s Community Service Awards.
- Group has given more than 46,000 *After the Fall* videos free to churches this year through Group’s “Give Back” program. Visit www.group.com/afterthefall for more information.
- Group’s Operation Kid-to-Kid™ has become one of the largest force mobilizing children in serving other children around the world. Millions of kids have been impacted with gifts of school supplies, Bibles, hygiene kits, Christmas gifts, and Bible coloring books.