



Friday, February 17, 2006

- NEWS
- HOME
- TOP LOCAL STORIES
- INDIANA NEWS
- MICHIGAN NEWS
- CBS NEWS
- STORMTRACKER FORECAST
- SCHOOL CLOSINGS
- WEATHER BUG
- NEWS22 SPORTS
- ENTERTAINMENT
- VIDEO ARCHIVE
- NEWS22 ONLINE
- HEALTH MATTERS
- 22 ON YOUR SIDE
- FEATURES
- WHAT'S COOKIN' MR. FOOD
- DR. PHIL'S TIP
- ABOUT 22WSBT
- MEET OUR TEAM
- CONTACT US
- JOBS AT 22WSBT
- OUR PARTNERS
- COMMUNITY EVENTS
- SEARCH WSBT.COM

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### TOP LOCAL STORIES

#### Unusual Ad Campaign Attracting Attention

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**(WSBT)** You may have seen some billboards around town that caught your attention. What's even more surprising is the group behind the unusual ad campaign.

Granger Community Church bought the boards to advertise a series of discussions they're having about sex and its impact on people's lives. The signs direct people to a website called mylamesexlife.com.

GCC pastor Mark Beeson says the church has received a handful of complaints about the billboards, he believes it's an important topic in many people's lives.

"At Granger Community Church we're very concerned about people understanding their value," Beeson told NEWS22. "And so the important topics they're wrestling with in their lives, we want them to know that God sees their lives as important, they're treasures, and so we want to help them with the important issues of life."

Beeson says the billboards, like many of the church's marketing efforts, are aimed at those who have given up on church because they don't feel it's relevant to their lives.

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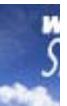
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