

Media Advisory: The Potter's House of Dallas Hosts 'Forgiveness Sunday'—DALLAS, Feb. 6, 2012

**BISHOP T.D. JAKES ENCOURAGES CHURCH GOERS TO LET GO OF THEIR PAST IN A SYMBOLIC RELEASE OF MORE THAN 8,000 BALLOONS; JAKES SET TO RELEASE NEW BOOK, "LET IT GO" ON FEB. 28**

**WHO:**

Bishop T.D. Jakes, senior pastor of The Potter's House

**WHAT:**

Bishop T.D. Jakes, senior pastor of The Potter's House, will turn his focus to the importance of forgiveness, as a prelude to his upcoming book *Let it Go!* Calling Feb. 19 'Forgiveness Sunday,' Bishop Jakes will deliver a special message to his congregation on the importance of letting go of trespasses and offenses, and moving beyond the trauma and disappointment of the past.

Toward the end of the sermon, Bishop Jakes will move the message outside to the church parking lot, where parishioners will participate in a balloon release that will be symbolic of letting go of the past. About 8,000 white, environmentally friendly balloons, with the inscription, "Let It Go," will soar into the air as participants write their grievances on the balloons and release their past hurts and grief with them.

**WHEN:**

Sun, Feb. 19 at approximately 11 a.m.

**WHERE:**

The Potter's House of Dallas - front parking lot  
6777 W. Kiest Blvd.  
Dallas, TX 75236

**WHY:**

Through 35 years of ministry and biblical counseling, Bishop Jakes has seen first-hand the damage that can manifest from unforgiveness, as well as the great successes and alliances that can form when people choose to forgive.

*"Forgiveness is essential if we are to grow into the fullness of who God created us to be. When we refuse to forgive, we basically insist on setting our standards higher than God's,"* explains Bishop Jakes. *"Forgiveness isn't about weakening you, but strengthening you to live again and love again, performing at your highest capacity, unencumbered by yesterday's maladies."*

**INTERVIEW/B-ROLL OPPORTUNITIES:**

- Bishop T.D. Jakes, senior pastor of The Potter's House
- B-roll/photos available upon request

In Bishop Jakes' new book, *LET IT GO: Forgive So You Can Be Forgiven* (Atria Books; Feb. 28, 2012; 978-1-4165-4279-7; \$25.00), he explores "the art of forgiveness," in which he goes beyond the topical meaning of the word. Rather, he examines every facet of what it means to forgive and to be forgiven, offers examples as to what may have caused the crisis, and provides solutions on how to work through betrayal and accept true forgiveness.

*Let it Go!* is due in stores on Feb. 28 and will be available at Barnes & Noble, Sam's Club, Wal-Mart, Target, Amazon.com and other booksellers, and online at [www.tdjakes.org/letitgo](http://www.tdjakes.org/letitgo). Bishop Jakes will host a special in-house signing on Sunday, Feb. 26 at The Potter's House of Dallas, 6777 W. Kiest Blvd., Dallas, TX 75236, immediately after the 9 a.m. church service.

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## **About The Potter's House**

Located in Dallas, The Potter's House is a 30,000-member nondenominational, multicultural church and humanitarian organization led by Bishop T. D. Jakes, twice featured on the cover of *Time* magazine, as "America's Best Preacher" and as one of the nation's "25 most influential evangelicals." The Potter's House has four locations: The Potter's House of Dallas, The Potter's House of Fort Worth, The Potter's House of North Dallas, and The Potter's House of Denver; and a Spanish language church, Casa de Fe. [www.thepottershouse.org](http://www.thepottershouse.org)