

CrossCountry The Band “Givin’ Their All, Livin’ The Call”

This phrase has been used by CrossCountry the Band for over 8 years. Recently, however, this phrase that describes their mission came as a result of their second CD project and number one single of the same title, “Givin’ Livin’.” “Givin’ Their All, Livin’ The Call” has taken on a new and FAR more specific meaning and intent, even resulting in a new 501-C3 organization titled “Givin’ Their All, Livin’ The Call.”

This organization’s mission is to motivate, encourage and comfort our active military personnel and veterans as well as bring awareness to the public about the foundations of our freedoms, and the sacrifices made for those freedoms. We would also like to educate the general public and familiarize them with different organizations helping our wounded soldiers and their families, through many unique and different recovery programs. These heroes and their families, who have given so much for our country and freedoms, deserve to be honored, remembered and acknowledged; not only as patriots but more importantly as the heroes of other countries and in many cases country’s freedoms.

The family of a soldier about to be deployed to Iraq, at a CrossCountry concert



The beginning of CrossCountry’s move towards this patriotic emphasis began in early 2001, just prior to their move from Texas to Nashville, Tennessee. At this time the North American Mission Board helped facilitate a 10 day tour for CrossCountry to Pyongyang, North Korea, for their 19th annual Friendship Festival. This tour of North Korea, representing the USA as a music ensemble competitively with many other countries (of which CrossCountry was the top Gold Award Winner) was very much an eye opening experience for the group concerning “Freedom” and how so many take this privilege for granted. After 10 days in a country imprisoned by their own government and seeing and experiencing what only a select few have ever been given the opportunity to do, the band gained a far greater appreciation for our country’s freedoms and those who have given their all to help protect and facilitate those freedoms for so many decades through so many wars.

As a result of several contacts and a move to Midland, Texas, to reside with his wife Kelly (Texas Faith Based Centers) and an ongoing CD project *Freedom Ain’t Free* (release date projected early fall), Leo Johnston (founder of CrossCountry) has continued to press into a more patriotically motivated

performance. This, in turn, has resulted in an opportunity to honor many veterans as well as enlisted personnel. If they are performing at a fair, rodeo, NASCAR race or Wal-Mart parking lot, the patriotic theme is well received and highly motivational.

After many months of negotiations and Godly favor, CrossCountry The Band is tentatively scheduled to tour Iraq in the early Spring of 2010 and also plan to give approximately 100,000 copies of their *Freedom Ain't Free* project to the troops in the process. This is to be facilitated by sponsors—corporate and individual. To find out more about this opportunity, please visit www.GivinLivin.com

CrossCountry would like to make everyone aware that this is a corporate effort by them as well as the artists, songwriters, graphic artists, and CD duplication facilities that have been willing to donate their royalties.

"Never in the face of human conflict has so much been owed to so few by so many." — Sir Winston Churchill. The Bible says we are to give honor where honor is due. What we are doing may not seem like much to some, yet it means the world to those who deserve it!



Left: Soldiers before being deployed days later to go to Iraq. This concert was in their honor. Above: Former member of the armed services being honored with a victory medal at a CrossCountry concert.

