

In the age of the internet, smart phones, and media “connectedness”, a story is emerging that has given some public exposure to a private challenge. This story is also highlighting the work of an organization entitled “4-One”, a Christian ministry using sports as a bridge into the hearts of young people.

You may have heard of Gian-Paul Gonzalez in a previous communiqué explaining the role he played (while a guest speaker at the Giants chapel service before the Jets game) in initiating the use of the catch-phrase, “All In”. This slogan has become the rallying cry of the New York Giants as they strive to stay alive in the NFL post-season tournament.

Here’s how I described the genesis of “All In” in my prior note:

“The phrase became a locker room catch-word after team captain, Justin Tuck, referred to it during his press interview following last Saturday’s victory over the Jets. Tuck mentioned attending the team’s chapel service (his normal routine) where the guest speaker, Gian-Paul Gonzalez, challenged the men with the concept of commitment, particularly as it applies to following Jesus Christ. Gian-Paul used the illustration of a poker player who, when he sees that he’s been dealt a very favorable hand, pushes all his chips to the center of the table while saying, “All In”. Gian-Paul explained that just as the player is responding to his favorable hand, so we should respond to the favorable hand of forgiveness that our Lord has dealt us. We should place ourselves totally and irreversibly in the center of God’s table and say, “All In”. It only makes sense. At the chapel, Justin, who has an “All In” relationship with God, saw another way to apply the principle. He realized that he needed to be “All In” (totally committed) when it comes to playing the next day’s game.”

The Giants organization picked up on Justin’s comments about “All In” and made it the team’s rallying cry by placing it on the 80,000 towels they handed out at the following game (against the Cowboys). The team repeated the towel distribution for the first playoff game against the Atlanta Falcons. They added an “All In” video which ran on the stadium jumbo screens. Click here to view the 60 second video: <http://www.giants.com/media-vault/videos/Team-First-Team-Last-Team-Always/a2c8158e-3890-46f6-bfc2-3217a57b4426>

Somehow “Fox & Friends” (the popular morning news TV program) got wind of the story and invited Gian-Paul Gonzalez to be their guest and explain his role in it. This morning, Gian-Paul had the opportunity to point the audience to Jesus Christ, the one deserving of our being “All In”, and the need for people to be committed (a theme often muffled in our culture). Click here to view the 2-minute interview: [http://www.foxnews.com/on-air/fox-friends/index.html#/v/1382546696001/spreading-the-gospel-through-sports/?playlist\\_id=86912](http://www.foxnews.com/on-air/fox-friends/index.html#/v/1382546696001/spreading-the-gospel-through-sports/?playlist_id=86912)

Time will tell if another chapter will be added to this story. Either way, it’s been exciting to see the growing exposure and awareness of “All In” and to know that behind it lies a message our culture desperately needs to hear.