



NEWS RELEASE

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CPDE Prayer Breakfast features Rob Roozeboom and his 'broken – still chosen' message

New Prague, MN (January 10, 2025) – Be prepared to walk away utterly inspired from this year's Central Plains Dairy Expo (CPDE) Prayer Breakfast as Rob Roozeboom – a Jesus-follower, husband, dad, evangelist, speaker, podcaster and author – shares his broken – still chosen – journey. He strives to inspire people to find hope and worth amidst brokenness. Mark your calendars for March 26, to join us at the Denny Sanford Premier Center in Sioux Falls, S.D.

As a young child, Roozeboom dreamt of becoming an athlete and farmer. A muscular dystrophy diagnosis at age 5 crushed those dreams. Feeling painfully different and forgotten, Roozeboom questioned his very existence and wrestled with God about his future. God had bigger dreams for Roozeboom.

In 2001, Roozeboom founded RISE Ministries, Inc. and in 2005 he launched RiseFest, an annual Christian music festival in Northwest Iowa that features some of the nation's top Christian artists and speakers.

Living with muscular dystrophy has given Roozeboom a unique and relatable perspective on walking through adversity while holding onto faith. His authenticity connects with and encourages people from all walks of life. He's a sought-after speaker who shares his story and delivers Jesus' message of hope to communities, businesses and prominent events nationwide. He's shared the stage with Phil Wickham, For King & Country, TobyMac, Skillet, Lecrae, Anne Wilson, Jep Robertson, Megan Fate Marshman and Darryl Strawberry.

In 2022, Roozeboom and the RISE team created RISE with Rob & Friends to bring singer-songwriters together for storytelling and music. Inspired by Nashville "Writers' Rounds," artists perform their original songs and share how they were inspired. Through this "night of hope through storytelling and music," Roozeboom shares the gospel message with thousands of people in Iowa, South Dakota and Minnesota.

Roozeboom also serves as the Christian Festival Association chairman, hosts the podcast "Enjoying the Journey" and produces annual Christmas and Easter TV programs, and "Stories of Strength," a video series with real-life stories of overcoming adversity through Jesus.

Recently, Roozeboom wrote his first book, "Broken Still Chosen." The book weaves Roozeboom's inspiring story with biblical teaching – offering hope to those who feel broken, unloved, unseen or forgotten.

The CPDE Prayer Breakfast is free to dairy producers, but registration is required. Register before March 25 to avoid long lines and significant wait times. Go to: <https://www.centralplainsdairy.com/registration> to register for the 2025 Central Plains Dairy Expo, March 25-27, in Sioux Falls, S.D.

To learn more about Central Plains Dairy Expo, visit www.centralplainsdairy.com.

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