



**For Immediate Release**  
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## Central Coast Christian Community Mourns at the Passing of Pastor Ron Salsbury

Pastor Ron Salsbury, Senior Pastor of New Life Community Church in Pismo Beach died Sunday morning after a long battle with cancer. He was 66.

As a communicator, Pastor Ron inspired thousands of believers on the Central Coast and around the world with his positive and inspiring messages. This came out of his own experience with cancer. Diagnosed in 2004 with an aggressive form of prostate cancer, he survived several years only to be diagnosed with T-cell lymphoma in 2013. He believed God was using his personal trial to help others see God as the giver of life. "One of the blessings for me was seeing how God changed our church family. When I first announced, people were freaked out. The first reaction was fear and loss. That's when God gave me the battle cry 'Faith not Fear,'" he said in a 2014 interview.

Pastor Ron started his ministry as part of the "Jesus Movement" of the 1970's. He was a pioneer in Christian rock music and the leader of the band "Ron Salsbury and the J. C. Power Outlet." As a singles pastor at L.A. First Nazarene he felt the call to preach and later moved to Lancaster California where he served as pastor of the Church of the Nazarene. In 1993 he came to the Central Coast as pastor of New Life Community Church. His ability to make complex theology simple and to make Christ's message of love and hope relevant was part of what enabled him to take a church of a few hundred and grow it to a megachurch with well over 2500 people in weekend services.

His ministry roots also gave him a heart for the needy, so he used his influence and the resources of New Life to support many ministries including including Captive Hearts, the Association of Amputee Surfers, Teen Challenge, and Brighten a Corner among many others. "Because Pastor Ron continually promoted South County People's Kitchen, New Life is one of it's most involved churches," said Betsy Ehrler, President of its board. One year when the Salvation Army bell-ringers were not allowed in front of a major area store, he shared with the congregation that the majority of the money Salvation Army receives to support local families came from bell-ringers and he challenged the church to "make up the difference." On one weekend they gave over \$60,000.

Pastor Ron's heart for those in need extended "across the street and around the world." In 2006 he was challenged to meet the needs of children from the lowest castes and poorest families of India. "I'll never forget the moment Pastor Ron saw the opportunity, turned to me and said, 'Should we buy this land?'" said Martin Scott, a long-time supporter of the project. As a result of Ron's efforts New Life provided the funds to purchase land and and build the buildings for the Prince of Peace School. It now educates over 1000 daily, providing clothing and food for many. Pastor Ron was also instrumental in launching a Child-Development Center and Micro-Business program for women in Bangladesh, as well as bringing clean water to villages in Africa.

Because Pastor Ron's vision for the church extended beyond New Life, he was catalytic in bringing the pastors on the Central Coast together. Mike Sparrow, Pastor of Agape Church, said, "He had a great love and respect for the larger 'Body of Christ' and wanted every church to be successful. So he was constantly encouraging other pastors with calls, resources and prayer."

New Life Community Church is planning a memorial service in honor of Pastor Ron, date and other details to be announced in the near future.