



Press Release

FOR IMMEDIATE RELEASE

**FOR INFORMATION & INTERVIEWS,
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Kerusso Brings Good News for Southern Tornado Victims

BERRYVILLE, AR— The world's leading producer of Christian apparel has stepped in to help tornado victims in the Tuscaloosa, Alabama area. Kerusso is donating more than 9,000 T-shirts to victims of a catastrophic series of tornadoes that ripped through the southeast in April. In Alabama alone, the death toll was 238.



“Our hearts go out to the victims and their families,” says Kerusso CEO Vic Kennett. “We simply want to help in a way we are set up to do. It so happens that our shirts also have messages of hope.”

The clothing is being distributed in the Tuscaloosa area, reaching these six communities—Geiger, Tishabee, Forkland, Sipsee, Hackleburg, and Reform. Relief workers are handing out thousands of Kerusso shirts in these small, rural communities, and use them in “welcome packs” along with food and household supplies, provided to families temporarily moving to Pickens County.

Recognizing that the priority is to provide basic services to the disaster victims as quickly as possible, Kerusso is working with local ministry Pickens Baptist Association. Kennett commented, "This ministry has the ability to work quickly on the ground, distributing the clothing to those who need it the most."

According to Vic Kennett, the relief effort and donation of T-shirts has been "helped immeasurably" by the generosity and free shipping of Leonard's Express, from their Rogers, Arkansas hub. Bud Norris, local branch manager for Leonard's Express, said, "When Kerusso told us what they were doing for the people in Alabama, we said let us help!"

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