

# Religion Today Summaries - July 8, 2005

## Compiled & Edited by Crosswalk News Staff

### Sales Of 'Live For Him' Bands Reach One Million Milestone

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Kerusso's "Live For Him" wristband campaign continues to build momentum as sales surpass the one million mark, raising \$250,000 of the company's \$500,000 donation goal for **Compassion International** within six short months. The Berryville, Ark.-based Kerusso, the world's leading Christian apparel and gift company, launched the 'Live For Him' wristband in early January with the goal of selling two million wristbands and donating .25 cents of every \$1.50 wristband to **Compassion International**. "We continue to be amazed at the brisk sales of the 'Live for Him' wristbands," said Kerusso president Vic Kennett. "People from all over the country, and literally around the world, are using these bands as a symbol of their faith and taking the opportunity to show their support for the missions work **Compassion International** does throughout the world." The half-inch-wide red wristbands, with the words 'Live For Him' etched into the rubber are available individually in Christian retail stores across the country or, in 10 or 100 packs online at [www.kerusso.com](http://www.kerusso.com). "We are grateful to Kerusso for all they are doing to help impoverished children around the world," said Wess Stafford, President and CEO of **Compassion International**. "Kerusso is a wonderful example of a company who is truly seeking to make a huge impact for the Kingdom of God by donating to worldwide missions."