



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Tom Beard – Director of Public Relations

719.388.1603 or Tom@Zeal.com

Back-To-School Means Freedom for Students to Share Their Faith Through T-shirts

Berryville, AR—Vic Kennett, CEO/President of **Kerusso**, the premier producer of Christian-themed apparel in the U.S., is encouraging students across the country to exercise their religious freedoms and proclaim their Christian faith as they choose their back-to-school wardrobe.

“The Supreme Court has addressed the right of students to express their opinions on their public school campuses,” says Kennett. “Specifically, the Court has held that students and teachers do not ‘shed their constitutional rights . . . at the schoolhouse gate.’ This principle means that students rightfully on a public school campus have First Amendment rights that cannot be denied without reason.”

Students' First Amendment rights include the right to distribute Gospel tracts during non-instructional time, the right to wear shirts communicating Christian messages and symbols, and the right to pray and discuss matters of religion with others. Unless a student is disruptive, the school must refrain from interfering with their religious activities.

Even the US Department of Education, in its directives to all its superintendents, states that students have the right to wear t-shirts and other clothing with religious messages on them.

“Jesus told us to *“Go into all the world and proclaim the Good News”* and apparel is one way we can do that,” Kennett states. “With the right emphasis and message a T-shirt can definitely help bring someone to Christ. Some people won’t get any more gospel in them than what’s on someone else’s T-shirt, and I believe you can plant more seed in a “casual looker” with a more obvious message (that can include more of the Word) than you can with a word or two logo.

While the average t-shirt’s message will be read about 3,000 times, the opportunities abound for evangelism, positive influence, camaraderie, encouragement and accountability.

One of the current messages available is Kerusso’s **Pray-Vote-Pray** campaign. “‘The only thing necessary for the triumph of evil,’ a philosopher once wrote, ‘is for good men to do nothing’,” **Kennett** concludes. “This t-shirt is a good reminder for today’s Christian to not only not ‘do nothing’ but to do good, and vote for righteousness, so that this nation can continue to be a great nation.”

(MORE)

Pray-Vote-Pray and other Kerusso t-shirts are available at Christian product retailers nationwide. Find out more about the **Pray-Vote-Pray** campaign, and see **Kerusso's** brand-new website at www.Kerusso.com

CEO/President **Vic Kennett** founded Kerusso in 1987. For over two decades Vic has engineered Kerusso to become the premier producer of Christian apparel. His passion to share the gospel of Jesus through innovative apparel, jewelry, gifts and accessories continues to propel him. Vic not only has a global vision, as evidenced by his charitable work with Compassion International, but puts work to his faith in his hometown of Berryville, Arkansas, where Kerusso employs more than 120 people and is a major contributor to the local economy. Vic is husband to Melody for more than 20 years and dad to two sons and a daughter.

FOR MORE INFO, OR TO BOOK AN INTERVIEW WITH CEO/PRESIDENT VIC KENNETT, CONTACT:

Tom Beard – Director of Public Relations – 719.388.1603 or Tom@Zeal.com

