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Kerusso Chosen as Official Apparel Partner For New Sherwood Film “Fireproof”



Berryville, AR—Vic Kennett, CEO/President of **Kerusso**, the premier producer of Christian-themed apparel in the U.S., has announced the selection of Kerusso as the official apparel partner for ***Fireproof***, the third feature film from Sherwood Pictures (the creators of *Facing the Giants*).

An action-packed love story that opens on more than screens nationwide on September 26, ***Fireproof*** (www.fireproofthemovie.com) will have audiences laughing, crying, and inching toward the edge of their seats as they are drawn into the world of a firefighter, his wife... and a marriage worth rescuing.

“We are so excited to be a part of this wonderful film,” says **Kerusso** CEO/President **Vic Kennett**.

“Our two different t-shirt and cap designs will not only promote the movie, but also the incredible message behind it as well: “Never Leave Your Partner.” That encouragement is more timely now than ever, and we can’t wait to help people proclaim it through what they wear.”

Jim McBride of Sherwood Pictures says, “**Kerusso** is everything we wanted in an apparel partner: a market leader, and the very best at what they do...”

Fireproof t-shirts and caps are available at retailers nationwide. Find out more about **Fireproof** apparel and see **Kerusso’s** brand-new website at www.Kerusso.com.

(MORE)

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.

At work, inside burning buildings, Capt. Caleb Holt lives by the old firefighter's adage: "Never leave your partner behind." At home, in the cooling embers of his marriage, he lives by his own rules. Is it too late to fireproof his marriage? His job is to rescue others. Now Caleb Holt is about to face his toughest job ever ... rescuing his wife's heart. **FIREPROOF** opens in theaters nationwide on September 26, 2008.

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

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