



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Tom Beard – Director of Public Relations

719.388.1603 or Tom@Zeal.com

Kerusso Apparel Helps with Hope and Healing for Victims of Hurricane Ike

Berryville, AR—Kerusso Apparel announced today that it will be donating almost 20,000 T-shirts imprinted with Christian messages and designs to the Gulf Coast victims of Hurricane Ike.

Convoy of Hope, a national charity headquartered in Springfield, MO, will be the largest recipient of the donation, receiving 12,000 shirts to benefit its relief efforts in Texas. COH provides resources for community outreach and disaster response in the US and around the world. Find out more about this organization at www.convoyofhope.org.

“When we saw the devastation on TV, we knew we had to do something,” said **Vic Kennett**, President and CEO of Kerusso. “Our workers and staff really pulled together to make this happen, and I’m so proud of our folks. This project is going to make a HUGE difference, not only for the displaced people affected by Ike, but also for the kingdom of God.”

Catholic Charities of Archdiocese of Galveston/Houston will also receive a shipment of about 6,000 shirts, with shipping and freight company FedEx donating the cost of that freight. Kerusso is also working with Lakewood Church in Houston, one of the largest churches in the United States, enlarging its relief efforts and capacity.

Kerusso, a rising star on the Inc. 5000 list, is located in Berryville, AR, and now employs more than 100 people in its manufacturing and administrative operations, contributing greatly to the local economy. **Kerusso’s** current website campaign, **Pray-Vote-Pray**, encourages Americans to pray about their vote, cast their vote, and pray for God’s blessing and direction for our country. The website has elicited more than 2,000 posted prayers so far.

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

(MORE)

Kerusso Relief for Hurricane Ike Victims

Page 2

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

