



Press Release

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Kerusso Donates \$25K for Needy Children *'Live for Him' program will help Compassion International*

BERRYVILLE, Ark. (October 27, 2009) – Kerusso (www.kerusso.com), the leading producer of Christian-themed apparel in the United States, announced today that since June it has raised another \$25,000 to benefit needy children for Compassion International from its bestselling “Live for Him: Waiting Children” line of T-shirts, rings, caps and wrist bands.

Portions of the sales of apparel items in the “Live for Him” line have been donated to Compassion International, the world’s largest Christian child development and sponsorship organization, since 2004. So far, more than \$325,000 has been raised. The goal of the “Live for Him” program is \$500,000. Donation amounts from each product have been: \$1.00 from the sale of adult or youth t-shirts and caps, 50 cents from the sale of each ring and 25 cents from the sale of each wristband.

During this time, Kerusso’s partnership with Compassion has played a part in:

- clean water to more than 3,174 children in India
- relief efforts for 3,800 children and their families devastated by a string of hurricanes that struck Haiti
- distribution of 5,700 mosquito nets to slow the spread of malaria in Indonesia
- thousands of waiting children in need of aid
- among many other activities

Vic Kennett, CEO and President of Kerusso, said today’s announcement shows Kerusso’s long-standing commitment in the program. “‘Live for Him’ (www.kerusso.com/liveforhim) touches needy children’s lives,” Kennett said. “These precious little ones deserve our help. We ask our retail, church and consumer customers to join us toward reaching our goal together by Christmas.”

More than 150,000 unsponsored children will wait up to six months for sponsors through Compassion’s Child Sponsorship Program. During this time, Compassion provides physical, emotional, educational and spiritual resources for unsponsored children. That’s why the theme of this year’s “Live for Him” initiative is “Waiting Children” – focusing on those children waiting for sponsorship.

Mark Hanlon, Compassion senior vice president, praised Kerusso and said Compassion is grateful for the partnership. “Kerusso is a wonderful example of a company that is truly seeking to make a huge impact for the Kingdom of God by donating to worldwide missions,” said Hanlon. “Many companies post a mission statement in the halls of their organization. Kerusso does their mission around the globe with their products.”

The Kerusso “Live for Him: Waiting Children” product line, as well as other Kerusso apparel, jewelry, gifts and accessories, will be available to thousands of retail stores nationwide this fall and winter.

Kerusso (www.kerusso.com) was founded in 1987. For over two decades Kerusso has become the premier producer of Christian apparel. Kerusso's original passion to share the gospel of Jesus through innovative apparel, jewelry, gifts and accessories continues to this day. Based in Berryville, Arkansas, Kerusso employs more than 100 people and is a major contributor to the local economy. Kerusso apparel, T-shirts and caps are available at over 7,000 retailers nationwide. Their Light House™ store apparel merchandising system is in over 2,000 stores nationwide.

Compassion International (www.compassion.com) is the world's largest Christian child development organization that permanently releases children from poverty. Founded in 1952, Compassion successfully tackles global poverty one child at a time, serving more than 1 million children in twenty five of the world's poorest countries. Recognizing that poverty is more than a lack of money, Compassion works holistically through local churches to address the individual physical, economic, educational and spiritual needs of children – enabling them to thrive, not just survive. Charity Navigator, America's largest charity evaluator, has awarded Compassion its highest rating - four stars - for seven consecutive years.

To arrange an interview with Vic Kennett and/or
Compassion Senior Vice President Mark Hanlon, contact **Michelle
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