



## Press Release

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FOR INFORMATION & INTERVIEWS,  
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### **Kerusso Adds More Inspirational Toys To Their Bestselling Play Line**

**BERRYVILLE, Ark. (February 17, 2010)** – Kerusso ([www.kerusso.com](http://www.kerusso.com)), The number one Christian Apparel Company in the United States, announced today their inspirational toy line has grown again to meet the increasing demand for Christian toys.

Vic Kennett "[Man of the Cloth](#)", CEO and President of Kerusso, said today's announcement reveals Kerusso's long-standing commitment to evangelism. "Kerusso was founded with the goal to spread the Gospel. Team members saw an opportunity to fill the need for [toys that inspire faith-filled play](#), and took it. Our line now includes fashion dolls, miniature puppy play sets, and friction-powered trucks," stated Kennett.

[God's Girlz](#) Fashion Dolls feature four 12-inch posable dolls Identified as "[Sarah](#)," "[Abigail](#)," "[Hannah](#)," and "[Imani](#)." Each of the four dolls was given names that represent special meaning and sell for \$14.99 each. Also, designed for these fashion dolls are [accessory assortments](#) that include T-shirts, purses, cell phones, brushes, boots, pet puppies, and more. Accessory sets sell at \$8.99 each.

[My Faithful Friends](#) are the newest addition to the growing inspirational toy line. Joy, Charity, and Courage are three assorted puppies named especially for possessing traits from the Bible. My Faithful Friends sell at \$9.99 a set and include product packaging that features a special message and verse from each puppy

For boys, Kerusso has an assortment of 5 inch friction-powered trucks with attractive graphics that convey a powerful message and promote thoughtful play. The friction powered trucks include 4-wheel independent suspension, powerful climbing action, 4x4 friction power, and supersize tires. Friction-powered trucks come in four assorted colors, and sell at \$6.99 each.

Founded in 1987, Kerusso's passion to share the gospel of Jesus through innovative product continues to this day. For over two decades, Kerusso has been the premier producer of Christian apparel. Based in Berryville Arkansas, Kerusso is a major contributor to the local economy. Kerusso merchandise is available in over 7,000 retailers nationwide. Hoping to reach that number one day is, The Light House store apparel merchandising system housed in over 2,000 stores across the nation.

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To arrange an interview with Vic Kennett contact  
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