

# 'LIVE FOR HIM'

## AND HELP UNSPONSORED CHILDREN

Buy T-shirts and caps, wristbands or rings that say "Live for Him" — and help Compassion's unspponsored children.

The Unspponsored Children's Fund helps these children gain access to health care, educational opportunities, life-skills training, and the gospel of Jesus Christ.

Vic Kennett is president of Kerusso, the company that created the Live for Him merchandise, and he's passionate about helping children in poverty.

In 2005 Kennett says the Lord impressed upon him the desire to help an organization that was sharing Christ with those in poverty.

After much prayer and research, Kennett was convinced that Compassion would be the recipient of a portion of the sales generated by the Live for Him wristbands.

"That's when I had the idea to create a wristband modeled after Lance Armstrong's Livestrong™ wristband," he says.

Kennett stamped "Live for Him" onto red wristbands and in six months he sold 1.2 million bands and presented Compassion with a check for \$250,000.

Then after two strong years of sales, the product had run its course. But Kennett's resolve to help children didn't.

So Kennett created an expanded line of Live for Him products. He will donate 25 cents to Compassion for every wristband sold, 50 cents for every ring, and \$1 for every T-shirt or cap.

The products are "great ways to let others know you are living for Christ," says Kennett. "I tell people, buy 10 wristbands, wear one, and when someone asks you about the wristband, give one away."

Kennett has already donated more than \$300,000, on his way to the goal of \$500,000, to Compassion through his Live for Him products.

"We are energized by the mission to reach the world through what we do," he says, "and we hope others will be, too."



Vic Kennett and his son, Nik, met Compassion-assisted children during their trip to Peru and learned about the difference Compassion is making overseas.

PURCHASE LIVE FOR HIM PRODUCTS AT [KERUSSO.COM](http://KERUSSO.COM).  
Or look for them at stores where Christian products are sold.



[KERUSSO.COM](http://KERUSSO.COM)