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Kerusso Named Diamond Champion Partner as Berryville Bright Futures Marks 10 Years of Meeting Students' Needs

Partnership has helped fund clothing, hygiene items, food and more for students since 2017

BERRYVILLE, Ark. — Aug. 14, 2026 — Kerusso, America's leading faith-based lifestyle brand, has been named a Diamond Champion Partner by Berryville Bright Futures. The recognition came at the program's Champion Breakfast, held to mark 10 years of connecting Berryville School District students and families with resources they need.

Berryville Bright Futures is a local affiliate of Bright Futures USA, a national framework connecting schools and communities to meet students' basic needs.

Last school year, Bright Futures met more than 400 clothing needs, plus shoes, hygiene items, food, bedding, formal wear and winter gear for students and families.

Its year-round awareness effort, **#My42**, has students and community members wearing Bright Futures shirts every fourth Tuesday to celebrate the program's "Champions."

Kerusso has printed the shirts behind that effort for nine of Bright Futures' ten years. Kerusso produces every T-shirt the program sells and provides them at cost, which allows Bright Futures to sell shirts for \$10 and put more of each dollar back into the program.

"Ten years ago, kids in Berryville had needs nobody was really talking about — hygiene items, shoes, a hot meal at home," said Vic Kennett, Kerusso's founder and CEO. "Bright Futures didn't wait around; they went and found a way to meet those needs. We've had the privilege of printing their fundraising shirts almost since the start. God's been faithful through that whole program, and we're honored to be a small part of it."

The Diamond Champion Partner award recognizes Bright Futures' top-tier community supporters for their sustained commitment to the program's mission.

Community members interested in ordering a Bright Futures shirt or learning more about the program can follow Berryville Bright Futures on Facebook: [facebook.com/BrightFuturesBerryville](https://www.facebook.com/BrightFuturesBerryville).

About Kerusso

Founded in 1987, Kerusso is a leading producer of Christian lifestyle products, offering apparel, accessories, and gifts that boldly share the message of Jesus. Headquartered in Berryville, Arkansas, Kerusso continues to inspire believers around the world to "Change Your Shirt. Change the World! ®" Media Kit located here: <https://b2b.kerusso.com/press>



BERRYVILLE

BRIGHT futures

CONNECTIONS FOR SUCCESS

Diamond Champion Partner

Kerusso

Is recognized for their support of our
community, our schools,
and our students.

2026