

FOR IMMEDIATE RELEASE

Faith Is Trending—Kerusso® Celebrates 50 Million Christian T-Shirts Sold Worldwide

With renewed spiritual hunger across the U.S. and beyond, the Christian apparel leader marks a milestone of global impact and Gospel-driven purpose.

Berryville, AR — **September 19, 2025** — In a culture where faith is once again taking center stage, Kerusso’s mission is as relevant as ever: design apparel that equips believers to boldly share the Gospel. Just last week, Google Trends showed searches for the word “churches” reaching their highest level in the past 12 months—a clear sign that more people are seeking God, searching for spiritual community, and open to hearing the Gospel.

“For us, that’s not just data—it’s confirmation of our calling,” says **Vic Kennett, Founder and CEO**. “Kerusso exists for moments like this: when the world is searching, and we can help believers start conversations that lead to Christ. A T-shirt might seem simple, but it can carry eternal impact.”

Today, the Christian apparel pioneer celebrates an extraordinary milestone: 50 million faith-based T-shirts sold and distributed worldwide.

A Story Rooted in Faith

What began in 1987 as a small vision rooted in prayer has become a global movement. “Each of those 50 million shirts represents a seed of hope, a spark of encouragement, and a message of God’s love shared with the world,” says **Kennett**. “When I started this company on my knees—literally scraping tile as a carpenter—I never imagined how far God would take it. But the mission was clear then, and it’s clear now: proclaim the Good News through products about Jesus.”

Fashion with a Mission

Kerusso’s eye-catching, biblically inspired designs appear in national retailers, independent boutiques, bookstores, and gift shops across the U.S. and abroad. As younger generations embrace wearing their faith boldly and spiritual curiosity rises, Kerusso continues to lead with integrity, purpose, and creative excellence.

The company’s rallying cry—Change Your Shirt. Change the World!®—has never been more timely.

Impact by the Numbers

- **50 million shirts** sold worldwide (and counting)
- **100 countries** reached
- **Billions of Gospel Impressions** — researchers have found the average T-shirt has the potential to be read as many as 3,000 times in its lifespan. That’s 3,000

opportunities for the Gospel to be shared, 3,000 moments of encouragement, 3,000 chances to change someone's life—for eternity.

- **\$6+ million** donated to ministry and outreach efforts since 1987

Kingdom Impact Through Every Sale

More than a brand, Kerusso operates as a marketplace ministry. A portion of every purchase funds outreach efforts—supporting clean water initiatives, disaster relief, and frontline evangelism through partners like Compassion International, Cru Military, and Samaritan's Purse.

“Our mission isn't just about what we sell,” **Kennett** says. “It's about the lives we touch—from the person wearing a bold faith shirt to the child across the globe receiving clean water because of that purchase.”

Multimedia Toolkit & What's Next

To celebrate the 50 million milestone, Kerusso has released a media toolkit available at b2b.kerusso.com/press, featuring:

- Company highlights reel
- Exclusive podcast clips
- Behind-the-scenes images from recent corporate giving campaigns

Looking ahead, Kerusso is expanding into seasonal fleece, hats, drinkware, jewelry, and journals through its brands: Cherished Girl®, grace & truth®, and HOLD FAST®.

As the faith-based product market continues to grow—generating over \$4.5 billion annually—Kerusso is more committed than ever to serving with faith, quality, and purpose.

About Kerusso®

Founded in 1987, Kerusso® is a leading producer of Christian lifestyle apparel, accessories, and gifts designed to boldly share the Gospel. Headquartered in Berryville, Arkansas, the company continues to inspire believers worldwide to Change Your Shirt. Change the World!® Learn more at b2b.kerusso.com/press

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