

FOR IMMEDIATE RELEASE

Kerusso® Founder Vic Kennett Visits Israel, Supports Relief Efforts with Bomb Shelter Donations

BERRYVILLE, Ark., March 19, 2024 — Vic Kennett, founder and CEO of Kerusso®, recently returned from a meaningful trip to Israel, where he witnessed firsthand the devastation caused by recent violence and the resilience of the Israeli people.

Invited by The Friends of Israel Gospel Ministry, Kennett toured communities near Gaza and the northern border, meeting families displaced by attacks and seeing the aftermath of the October 7 tragedy. During his visit, he stood inside one of several bomb shelters funded by proceeds from Kerusso's "[Pray for Israel](#)" T-shirt sales. These shelters, provided through Operation Life Shield, offer protection for up to 20 people during rocket and missile attacks.

"Now that I'm a witness to firsthand accounts and the evidence of what happened, I feel compelled to share it," said Kennett. "To stand in a shelter that Kerusso helped provide, in a community so deeply affected, was both humbling and powerful".

Kennett's journey also included a spiritual milestone: visiting the Temple Mount in Jerusalem's Old City. Reflecting on the experience, he said, "To be in the very place where Jesus walked and taught truly is life-changing".

Kerusso, founded in 1987, is the world's largest Christian apparel company, with a mission to "proclaim the Good News to the world" through its products. The company's support of Israel underscores its ongoing commitment to faith in action, compassion, and global outreach.

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!®" Learn more www.Kerusso.com

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