



*To Faith, Family and Freedom*

## **HOLD FAST RETURNS TO SHOT SHOW**

*Discover the Best of American Patriotism in Apparel and Accessories*

**January 8, 2024** – HOLD FAST®, Kerusso's fastest-growing brand, returns to the SHOT Show this January 23–26, 2024, in Las Vegas, Nevada, to showcase their Spring 2024 collection at The Venetian Exhibit Hall Level 2, Booth #40826.

HOLD FAST® offers high-quality, uniquely designed apparel, caps, drinkware, and accessories created with the confident American in mind—individuals unafraid to proudly express their beliefs. These rugged designs pay homage to the freedom bestowed upon us by our Savior and safeguarded by the courageous members of the United States Armed Forces and first responders. In support of these patriots, a portion of all HOLD FAST® sales is donated to organizations that provide support to veterans and first responders.



HOLD FAST® is backed by Kerusso, a 35+ year-old Christian-owned faith and patriotic company focused on pointing people to the Gospel. Their T-shirts, caps, drinkware, gifts, and accessories Proclaim the Good News about Jesus, and customers ask for their brands by name. They prioritize high-quality products and outstanding customer service, establishing themselves as the foremost company in Christian apparel and accessories.

During the SHOT Show, retailers are invited to visit HOLD FAST® Booth #40826 to explore new products, hear about our exciting show specials, and enter to win the HOLD FAST® Grand Prize Giveaway valued at over \$450 Retail.

### **HOLD FAST® Offers Retailers:**

- Free shipping with minimum orders
- Proven sales results
- Zero-risk product exchange program
- Tees ship folded, size-stripped, and ready-to-sell
- Display solutions
- No quantity minimum
- Printing and shipping from the USA

To learn more about HOLD FAST® and Kerusso®, visit our wholesale site at [WeHoldFast.com/Dealer](https://www.WeHoldFast.com/Dealer) or [Wholesale.Kerusso.com](https://www.WeHoldFast.com/Wholesale). See the entire collection here: [HOLD FAST® Spring 2024 catalog](#).