

IN BRIEF

Adoptive families are honored with this month's release of the Keepsake Triad Pendant from Many Hearts One



Beat. The pendant honors the many hearts involved in the adoption journey—the birth/first

family, adoptive family and adoptee. A single heart representing all the hearts now beating in unison is encompassed within the circle of life. The raised message on the outside of the antique-style pendant is: "The journey of many hearts now beat as one." A 16-inch sterling-silver box chain is included as well as a burgundy velvet jewelry box and burgundy satin drawstring bag, for \$69. For more information, see www.manyheartsonbeat.com.

David Toland Sands and his wife, Jill, have signed an exclusive five-year licensing agreement with The Encore Group to design a new line to be marketed as "The David Toland Sands Collection." The couple will create an original line of home and garden flags for Encore that will begin shipping in early 2008. The weather-resistant flags will come in two sizes and cover such themes as celebrations, holidays, seasons, nature and hobbies.

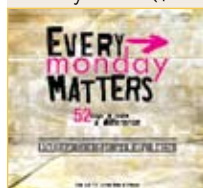
New Creative, a leading designer and distributor of outdoor living home décor, introduces new additions to its "Seeds

of Faith" inspirational collection this month. The collection features three complementary subcategories, offering items in soft, earthy colors: "Glimpses of God," "Love Letters From God" and "Thank you, God."



Each item also features an individual hangtag that shares the personal story behind each line. New additions include garden statues and accessories by the company's in-house designers.

Thomas Nelson's *Every Monday Matters* by Matthew Emerzian and Kelly Bozza (\$15.99), which releases



this month, provides 52 creative activities or one way to make a difference for each Monday of the

year. The gift book is made with 99% recycled paper and includes a 15-minute DVD with celebrity segments, a word from the authors and special codes to unlock features online at www.everymondymatters.com.

Prints, memo boards help bring faith home

Whimsical designs with scripture make for fun and meaningful home décor

» BY RHONDA SHOLAR

A mom's desire to have scripture around the house for her three young daughters to see was the launching point for a new gift company in fall 2007 that pairs whimsical art and Bible passages.

Annette and Jeff Atwood's daughter Madison was diagnosed with bacterial meningitis and other physical and mental ailments at 6 months old. As she grew, she loved to play with magnets, and the Atwoods hung a huge sheet of galvanized steel to a wall in their Nashville home for her to play with. They then decided to make a smaller version for schoolwork and soccer schedules and included a beaded handle and painted a saying across the bottom.

At their friends' encouragement, Annette took the magnet boards to a school fundraiser where they sold extremely well.

The couple—she a stay-at-home mom and he a Christian products industry consultant and children's author—launched Show Offs Art in the fall of 2006. The couple tried different manufacturers and attending local gift shows before coming up

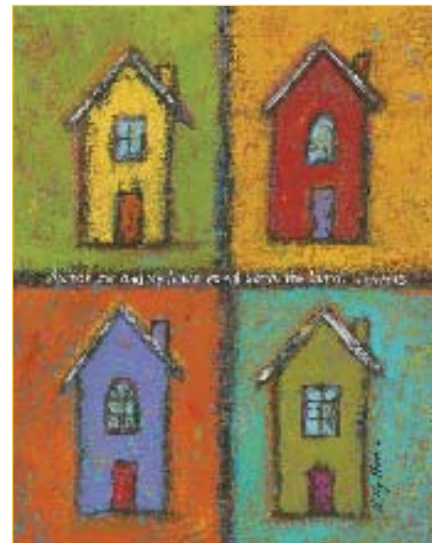
with a product they could introduce to the Christian market in November.

"We wanted to have scripture around the house for the girls, but we wanted to do it in a way that matched how we live in vibrant, whimsical colors," Jeff Atwood said. "We want scripture to drive what the images are."

The 11-by-19-inch magnetic boards come in 12 designs with scripture, and retail for \$35 with handles that are hand-beaded and wired by stay-at-home moms.

When Madison wanted to paint a picture for her dad for Christmas, canvas-wrapped prints were added to the company's lineup. Annette traced a heart and when she looked away for a second, Madison put a big glob of paint in the middle and declared, "Little globe, big heart." The creation became Heart & Globe, with the verse John 3:16. Two 16-by-20-inch canvas designs—Heart & Globe and Houses—retail for \$50, and four 12-by-24-inch designs—Mugs, Banana Split, Cupcakes and Flowers—retail for \$45.

"We are seeing that with both lines,



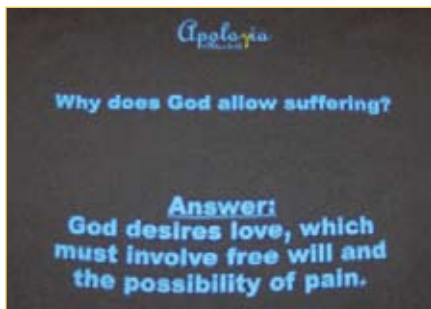
younger moms are buying these to add some color and personalization to how they share their faith in their home," Jeff Atwood said.

The products have found their way into both Muncie and Berean stores.

For more information, call 615-390-4991, or visit www.showoffsart.com.

Brothers make no apology for T-shirts' faith stand

Christian apologist Anthony Horvath teamed up with his brother, high school theology teacher Brian Horvath, to launch a line of T-shirts this past September with an apologetics emphasis. The two not only want to educate Christians about essential Christian teachings, but also want to create apologetic opportunities for those wearing the shirts.



The company name, Apologia315, comes from the root Greek word for "apologetics," which means "a defense," and 1 Peter 3:15, which urges Christians to always be prepared to give a reason for what they believe. Their goal is to take a step toward giving Christians the tools needed to preserve their own faith and witness to others.

The T-shirts have the Apologia315 logo on the front. On the back there are questions like, "Did Jesus rise from the dead?" or "Are the NT documents historically reliable?" followed by brief answers. The shirts come with brochures that give the wearer important background material and sources for further investigation, so the wearer is

equipped to speak intelligently if someone reads the shirt and wants to talk about it.

The January release of the pink shirt "Does the Bible contradict?" brings the number of T-shirt designs to four. Cur-

rently, Apologia315 only offers men's sizes, small through large. The retail price is \$15 per shirt.

For more information, call 608-385-2629, or visit www.apologia315.com.

Inspirational vinyl wall décor 'talks'

His Hands Laser Engraving's new line of vinyl wall décor allows customers to use scripture and inspiring quotes to help create a positive, calming, playful or uplifting atmosphere in any room of their homes.

"If Walls Could Talk" features more than 200 designs including scripture, words, popular sayings and decorative embellishments, while "SmallTalk" features infant and children's décor. Both lines are available this month.

Quotes come in sizes of 4-8 inches tall and 30-52 inches in length and retail for \$24.99 each. Single words (approximately 4 by 11 inches) and decorative embellishments (approximately 4 by 4 inches)—two per package—retail for \$7.99 each.

Color choices of copper, pewter and black are available on select designs. Pink, blue and pewter are available in the "SmallTalk" line.

Several package sizes are offered, complete with compact displays. Each order includes samples to display in store.

Simple and easy to apply, vinyl wall décor gives customers the flexibility to customize space at minimal cost. Its matte finish is similar to that of custom paint.

The vinyl, which can be removed, won't damage walls, and there is no need to repaint—a real plus for apartments or other temporary living spaces.

"If Walls Could Talk" can be used to accent doors, furniture, mirrors or glass—indoors or out.

For more information or to order, call 800-310-9911, or visit the company online at www.HisHandsLaser.com.

