

Successful Small Business Makes Boo-boos a Spiritual Experience

Shaken by a family illness, husband and wife create a whole new way for kids to learn the bible.

NASHVILLE, TN, June 10, 2013 /EINPresswire.com/ -- Tim and Tami West did not have a long-term goal of selling kids bandages. In fact, it never crossed their minds until their four-year-old granddaughter was diagnosed with juvenile diabetes. Today, they have sold over three million bandages and just partnered with a multi-award-winning artist/actress who will serve as spokesperson for the brand known as Band Angels.



"When our four-year-old granddaughter was diagnosed, she had to be stuck with a needle four times a day," says Tim. "One weekend when she was staying with us, I was watching Tami put a Scooby Doo bandage on her and it occurred to me - why are we putting something so trivial on something so serious? We had been praying with her for healing and I thought, 'What if we put a bandage on her that has a healing scripture on it? It would be a simple way to help teach her about God and the Bible.'"

“

Why are we putting something so trivial on something so serious?"

Tim West

That simple idea has exploded in the meeting of two industries. [Johnson and Johnson](#) alone sells over \$30

million dollars worth of bandages per year. Couple that with the booming Christian market, and Band Angels has found its niche in the best of both worlds. According to the Christian Booksellers Association, over four billion dollars of Christian merchandise is sold per year through just the Christian retail channels. According to a Baylor University study, 23% of all Americans spend \$25 or more on religious products every month. Hollywood has found this to be true as well with the success of the recent The Bible miniseries, and of course The Passion of the Christ, which earned over \$600 million worldwide. Pastor Rick Warren's book, The Purpose-Driven Life, remains the second best-selling hardcover in U.S. history. Number one? The bible.

Last month, Band Angels entered into a strategic partnership with singer/actress/radio personality, [Jaci Velasquez](#). Velasquez has scored hits on both Billboard's Christian music charts and Latin charts and has been voted Female Vocalist of the Year twice by the Dove Awards,

gospel music's Grammy equivalent. In addition to releasing her latest music project entitled "Diamond," Velasquez released a Spanish lullaby album for Fisher Price last fall and has starred in five new films over the past six months. Currently, Velasquez is heard by more than 1.5 million listeners on a daily basis as the morning show co-host on "Your Family Friendly Morning show with Doug and Jaci Velasquez" on Salem Broadcasting's nationally syndicated network, [94FM The Fish](#).

Now expanding their brand to include night lights, Band Angels recently launched a marketing campaign which included a social networking element using Facebook and Twitter that generated more than 10,000 requests for free samples of the bandages. Additionally, a nationwide infomercial is airing on several television networks and regional stations. National television ad buys are tentatively scheduled to air on several mainstream networks including Nicktoons, Animal Planet, Game Show Network, OWN and the Live Well network, among others.

Visit <http://www.bandangels.net> for more information.

About Band Angels: Band Angels is part of New Life International, a non-profit organization founded in 1979, which partners with ministries around the world to offer resources to the people of God and thereby, reach people who have never heard the Gospel. The company plans on launching additional products in the coming months under the Band Angels brand.

Press Release courtesy of Online PR Media: <http://bit.ly/11ROIQT>

Gina Adams
The Adams Group
888-253-3622
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/153716364>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.