

**FOR IMMEDIATE RELEASE**

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**9-YEAR OLD ESTABLISHES “PICKLES WITH A PURPOSE”  
TO BUILD A HOMELESS FRIEND A HOME AND INSPIRE A  
MOVEMENT TO ENCOURAGE OTHERS TO MAKE A DIFFERENCE**

***Luke Holm to have Pickles with a Purpose product available for purchase at  
The Atlanta International Gift & Home Furnishings Market® July 8-11***

**ATLANTA, Georgia – July 7, 2015** – What happens when a 9-year-old feels called to build a home for his homeless friend? In the case of Luke Holm, his mom sees his passion and feels called to help launch “Pickles with a Purpose” to raise funds and inspire other people to follow his lead in making a difference in the world – no matter your age.

Luke met a man named Tim while helping out at his mother’s company, Glory Haus, a designer and manufacturer of home decor and gift items headquartered in Marietta, Ga. After learning that Tim was homeless, Luke committed to do what he could to provide him a home. “I am not doing this to show how nice I am, but to encourage others to do amazing things,” Luke said.

“We had the idea to sell my Grandmommy’s famous sweet and spicy pickles,” Luke said. “She agreed to help, so we have made a lot of pickles and will keep doing so until we get enough money raised to get my friend, Tim, a house.”

“Pickles with a Purpose” was launched in April 2015. The non-profit organization is managed by Glory Haus, and sells the family gourmet sweet and spicy pickles in 16 fl. oz. jars and twelve-pack cases to retailers across the country.

“The project received such positive feedback from the community, we knew immediately it was more than a single fundraising initiative, it had the potential to become a social movement,” said Molly Holm, Glory Haus owner and chief creative officer. “Obviously our initial goal is to raise enough money to build a home for Tim, which was Luke’s original vision. After that, we hope to be able to contribute funds to efforts driven by others who, like Luke, desire to make a difference in their own communities.”

To date, “Pickles with a Purpose” has already raised more than \$25,000. A&E’s *Duck Dynasty* and *Dancing with the Stars* celebrity, Sadie Robertson, was compelled by Luke’s social movement and generously matched the first \$6,000 raised by the organization.

To learn more about the heart behind the Purpose, please visit [www.facebook.com/PicklesWithAPurpose](http://www.facebook.com/PicklesWithAPurpose) or email [info@pickleswithapurpose.com](mailto:info@pickleswithapurpose.com).

**If you are interested in an in-person interview with Luke Holm on Friday, July 10, please contact Kerry Vance at [Kerry@ChoicePublicity.com](mailto:Kerry@ChoicePublicity.com) or 865-621 0320 for more information.**

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