

Florida Man Launches Applause Day to Glorify God

✖ Give the Lord a hand. That's what Kennan Burch wants the world to do on Applause Day.

Burch, founder of Brand Catalyst & Coach, has dubbed Saturday (June 25) Applause Day—and he wants to incite the globe to applaud Jesus Christ.

Burch's initiative is based on Romans 1:20: "For since the creation of the world God's invisible qualities—his eternal power and his divine nature—have been clearly seen, being understood by what has been made, so that men are without excuse."

"After dealing with a friend's suicide and a father that slipped into a dark depression, I was at a loss for hope for the future. I was definitely not paying attention or applauding," says Burch. "However, during my hard time I would regularly get phone calls from a long-standing friend I knew from high school named Jim. He has suffered more challenging circumstances than most will ever face, and yet he 'Joins the Applause' every day."

Burch explains that Jim has suffered through two unwanted divorces, multiple sclerosis and basically the loss of everything in which most people find security. For the last 20 years, he has been confined to a bed or a wheelchair and is forced to rely on others for everything.

Burch remembers getting a call from Jim one Sunday afternoon. He said: "Have you seen the latest pictures from the Hubble Space Telescope? What we are finding out about God is absolutely incredible."

"Jim sees the world differently. As long as he has one eye to

see, he's going to see and applaud. Or one ear to hear, he will hear and applaud," Burch says. "If Jim can applaud, then certain certainly I can learn his secret and join him. And, maybe you can too. Truly, gratitude can change everything."

Burch hopes Applause Day will serve as a catalyst for people to learn more about God's invisible qualities, eternal power and divine nature. And, by participating in Applause Day, he hopes to ignite a movement of gratitude to God.