

AZ Insider: #LoveUP Opens Apparel Store

Written by Written by Kathy Shayna Shocket

Kathy Shayna Shocket has the inside view on the people who make a difference.



Kathy chats with iHeartRadio's Johnjay and Rich on this charitable movement.

Looking for a fashion statement? Especially one that spreads awareness and funds to help foster children? Well, try the new #LoveUP store in Chandler, AZ. There's a diversity of designs of Tees, tanks and hats spotlighting the now trendy hashtag.

It's all part of the charitable movement started by **Johnjay Van Es** and **Rich Berra** of iHeartRadio's Johnjay & Rich Show. The proceeds benefit the **Johnjay and Rich Care for Kids Foundation** which now focuses on helping kids living in the foster care system.

The two radio personalities whose morning show is heard in 25 cities, and their radio fans have helped fuel the online sales of the #LoveUP apparel.

Of course, you can still always order from the [online site](#). But at the store, you can try the items on and there's a good chance you could run into **Johnjay** or **Rich** and their families. (Johnjay and wife **Blake Van Es** adopted their eldest child and **Rich's** three kids love shopping for #LoveUP shirts)



Johnjay likes to stop by the store and help the printer out with the designs. And here's a scoop and a good way to remember the store's location! It's coincidentally located on Arizona and Ray Roads, the same corner where he used to ride his hand-me down motor cross bike and then a Beach Cruiser, delivering newspapers. "#LoveUP isn't about marketing our show. We don't put our logo on it- just the logo reminding people to do good things," says **Johnjay**.

Rich echoes Johnjay's passion. "We realize this is beyond epidemic portions and we've got to start somewhere. In 2014 there were 12,000 kids in system in Arizona and now there are over 20,000 waiting for forever homes," says **Rich**. "We'd like to turn that around and see that there are more foster parents waiting for kids - that's Love Up. We want to make people more aware with a call to action and use the bullhorn of our radio show."



Kirsten Johnson, the Foundation's president points out that, "the proceeds from each purchase go to the Johnjay and Rich Care for Kids Foundation to directly help others. "

#LoveUP started accidentally when Johnjay's auto correct on his cell phone changed his text from "love it" to "Love Up". Now the phenomenon which includes **#LovePUP** is **Johjay** and **Rich's** way to remind people to pay it forward and spread the love!



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