

## The Energizer Bunny

One of the world's most recognized advertising symbols debuted in October 1989. A pink bunny wearing sunglasses and blue sandals and beating a drum kept going and going and going, powered by an Energizer battery. The Energizer Bunny has become famous in parodies of popular television commercials.

Since he came on the scene, he has appeared in more than 100 television commercials and has made surprise appearances on television shows, at community events and online. The Energizer Bunny campaign has received a number of television advertising awards. *Advertising Age* magazine named the Energizer Bunny in its list of the Top 5 Advertising Icons of the 20<sup>th</sup> Century.

God created us so that we need to periodically “recharge our batteries,” instructing the Israelites to work for six days and then to take a day of rest. Having such a time helps us to focus on worship and communion with the Lord rather than on work, and renews our spirit and prepares us for further service.

But we can also refresh one another, and this is especially important in the demanding work of caring for our residents. The Apostle Paul wrote to Philemon that he had gained much joy and comfort from Philemon's love. He commended Philemon for his kindness, which had “often refreshed the hearts of God's people” (Philemon 7).

We can help each other recharge and renew by prayer support (and how important that is), words of love and encouragement, and deeds of kindness and practical help. Then we will experience the two-way power surge mentioned in Proverbs 11:25: *Those who refresh others will themselves be refreshed.*

When that occurs, we can keep going and going and going ...

--Beecher Hunter