

**He Heard My Cry Christian Fellowship Church Purchases New Facility and Launches as
Victory International Church Houston – (The VIC)**

Local church with its non-profit arm pivots and expands post pandemic, to accomplish its mission of providing viable community programs which addresses their natural, spiritual, and emotional needs.

FOR IMMEDIATE RELEASE:

HOUSTON – November 20, 2021 - In a pivotal move as guided by the Holy Spirit, **He Heard My Cry Christian Fellowship Church**, is now **Victory International Church Houston (The VIC)**. The church decided to change its name and rebrand to better reflect the mission, values and vision for the greater global impact of the ministry. The extensive launch was announced November 20, 2021.

The idea behind expanding the church's location and name comes on the heels of the purchase of a new church edifice and the launch of its non-profit arm. "The goal is to provide more viable ministry outreach, resources and services to the diverse community we now serve," says **Pastor Claude Cummings III**. "The process has been guided by prayer, establishing an executive committee and ongoing discussions related to the church's vision, moving forward."

The church acquired the buildings located **at 170 Rittenhouse Street, in Houston, Texas 77076**. The 28,000 square feet campus sits on close to 10 acres of land and includes two buildings, a beautiful worship edifice and a spacious multipurpose center which has a gym and offices spaces. They will be used to house **He Heard My Cry Ministries, INC.**

Rebranding efforts includes a new logo, church app, podcast and website. The complete rollout of these new digital touchpoints will be unveiled in the coming weeks. The new logo visually represents that The VIC Church Houston is focused on city, community and global impact, in bringing people to Christ. These updates and the creation of a stronger digital footprint will vastly improve the ministry's visibility. "If COVID-19 taught the church anything it is that having a digital strategy is important. It is a vital tool for engagement and connection. The VIC and HHMC are positioned for both in-person and virtual presence, as we enter 2022. While many saw the pandemic as a crisis, it was the perfect opportunity, time, and location to launch The VIC and HHMC," shares **The Brandmaster, Michelle Harden**.

Most recently located in Northwest Houston the ministry functioned, since its inception in 2013, under the name He Heard My Cry Christian Fellowship Church. This brand will remain as **He Heard My Cry Ministries, INC.**, the (501 c3) non-profit arm, and service the needs of the community.

Victory International Church Houston (The Vic) seeks to live up to its new name by serving more multicultural and multiethnic communities. The VIC's core values are built on four biblical principles: **Seeking, Saving, Serving and Sending**.

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For more information about **Victory International Church Houston**, click [here](#) to visit our website. Stay connected by following us on Facebook, Instagram and YouTube.

For media inquiries please contact, **Michelle Harden** at **713-803-8988** or via Email: Askthebrandmaster@gmail.com.

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About Pastor Claude Cummings III:

Claude Cummings III is the Founder and Pastor of Victory International Church Houston. Pastor Cummings was ordained to preach the gospel in 2008, under the leadership of the late Pastor Emeritus Leonard N. Barksdale of Fifth Ward Missionary Baptist Church. After serving five years as Youth Pastor, it was during this time that Cummings III was led by the Spirit of God to plant an outreach ministry.

Pastor Cummings is a native Houstonian born in historic Fifth Ward. He was educated in North Forest ISD and is a graduate of Klein Forest High School. He holds a B.A. in Marketing from West A&M University, a Masters of Education from Tarleton State University and a Certification of Christian Education, from the College of Biblical Studies.

Pastor Cummings believes in putting God's truth of His word into practice. He emphasizes character and conduct, discovering God's will for your life and accepting Jesus Christ's free gift of salvation. He is passionate about serving God's people with the Holy Spirit as his teacher. He preaches and teaches the bible, believing it is the inspired written word of God to be used as our guide.

Pastor Cummings is happily married to his wife of 15 years, Joaquina. They have three daughters, Jillian Rae, Claire Elizabeth and Laila Rose.

About Victory International Church Houston:

The VIC, as it will commonly be known, is a bible-based and family-oriented church. Under the leadership of Pastor Claude Cummings III, the rebranded ministry seeks to meet the needs of those in our community. Victory International Church Houston together with He Heard My Cry Ministries, INC. (501 c3), will expand and launch more viable ministry outreaches, resources and services to the multicultural and multiethnic community it now serves.

The VIC Church which was acquired in 2021 is focused on community, city and global impact. The ministry has a passion for souls and touching lives around the globe. The primary goal of the ministry is to reach the unsaved disciplining them through the Word of God, meeting their natural as well as spiritual needs and uniting in fellowship with other believers.

Sources: [Askthebrandmaster](#) Agency | [Make Room Publicity](#)

