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ACTIVATE'S "Buy One Feed Two Campaign" with Nourish America Provides Nutrition for over 1,000 Mothers & Babies

(Ojai, CA) - Nourish America, an award-winning national charity, together with [ACTIVATE Drinks](#), the makers of the enhanced vitamin beverage for people with active lifestyles, celebrate the close of their successful "Buy One Feed Two" Campaign. The program was created to donate proceeds from ACTIVATE sales to help nourish one pregnant mother for one day. The ACTIVATE "Buy One Feed Two" campaign raised enough funds to provide high-quality pre-natal vitamins for over 1,000 low income mothers and babies in California and Montana for an entire year.

"We at Nourish America were particularly pleased to participate in this campaign because we know the importance of providing low income pregnant mothers and their babies with a high-quality prenatal multivitamin. Not only did it improve the health and well-being of more mothers and babies, it also gave us a chance to expand awareness about the long-term effects that malnourishment has on both the mother and her child," said Michael Morton, Executive Director of Nourish America. "Malnourished pregnant mothers and low birth weight babies are major factors in America's high infant mortality rate. Because of this, the National Institutes of Health recommend pre-natal vitamins for all women of child bearing age. But women struggling with poverty rarely have the funds for prenatal vitamins - though they are the mothers who need them the most. Thank you to everyone at ACTIVATE Drinks for their great generosity in helping Nourish America improve the lives of low income pregnant moms and their babies."

Los Angeles, Calif. and rural Hill and Missoula Counties in Montana benefited from the "Buy One Feed Two" program where donations were well-received by the many participating mothers and agency staff. Free nutrition was particularly welcomed at Hill

County WIC, Montana where local layoffs have devastated the impoverished area that encompasses two Indian Reservations. Studies have shown that more than half of teenagers in the area experience pregnancy during their youth. In 2004, 58% of 1,000 Hill County teenagers had been pregnant at least once during their teenage years.

ACTIVATE Director of Marketing Jesse Merrill says, “We are proud to support Nourish America through our ‘Buy One Feed Two’ initiative as the vitamins and nutrients found in ACTIVATE drinks are essential to helping all individuals maintain an overall healthy lifestyle, but of the utmost importance among mothers and infants. As a southern California based company, it was also important that we make an impact in our own backyard.”

About Nourish America

[Nourish America](#) is an award-winning 501 (c) 3 organization that provides nutritional supplements and nourishing foods (including naturals and organics) to those in need in America. Last year, Nourish America provided over \$2 million worth of nutritional products to Americans in need. It costs only ten cents a day to provide nourishment to someone in need through Nourish America. Independent audits of Nourish America's finances show that over 94% of all donations go directly to programs and those served. Donations can be made online at <http://www.nourishamerica.org/donate.html>. Get our latest news: like Nourish America on [Facebook](#). Come follow Nourish America on [Twitter](#).

About ACTIVATE

ACTIVATE drinks are revolutionizing the beverage landscape with a proprietary cap design that stores vitamins separately from the water, enabling the vitamins to stay fresh and potent. ACTIVATE drinks contain 0 grams of sugar, 0 calories and are naturally sweetened with stevia, offering a delicious beverage option for people who want to stay healthy, refreshed and live life to the fullest. ACTIVATE's new PET bottle is composed of 100 percent post-consumer recycled plastic, which reduces waste by providing a close-looped cycle that makes it easier to recycle than conventional bottles.

To learn more about ACTIVATE, please visit www.activatedrinks.com, <http://www.facebook.com/activatedrinks/> and <http://twitter.com/#!/activatedrinks/>.

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