



FOR IMMEDIATE RELEASE

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New Chapter & Nourish America Give New York's Poor a Nutritional Hand- Up with Free Organic Vitamins

(OJAI, CA) In New York City, high housing costs and the economic down-turn has created an unprecedented number of families and individuals in need. In fact, with more than 9,000 families in shelters each night, last year was the worst year for family homelessness in modern New York City history. In response, Nourish America and New Chapter have joined together to help strengthen the health and wellbeing of New York's poor and homeless by providing them with New Chapter's high-quality, organic multivitamins and supplements.

"Even though there are more families needing food and nutrition here, food banks are receiving fewer donations because of problems with the economy," reports Swami Durga Das, Director of The River Fund New York. "Actually, some food pantries here are closing because they can't keep up with the need. But at River Fund, we are really fortunate to benefit from Nourish America's programs. Nourish America sends us a steady supply of the highest quality nutrition for our clients. In the past few months, we've received great organic vitamins and supplements from New Chapter. Our clients are beyond grateful. Many are sick and malnourished and though they desperately need nutritional support, they would never be able to afford top of the line products like these. People tell me every day how much better they feel," says Durga Das.

"I have tried the diet and energy pills, the stress pills, and the vitamin E pills and they have helped me feel more energetic and less stressful," reports Rosa Rodriguez. When I take the diet pills, I feel full and do not overeat and feel more active. I have been exercising and eating better. I never felt this good. Also, while taking the stress support, I have noticed I feel less chaos and more clarity. Things don't upset me as much and I react less and my life is more peaceful and productive. I feel so much happier and healthier. Thanks!"

River Fund clients have received New Chapter's Berry Green, Organic E Food, Zyflamend PM, Organic Diet and Energy, Oreganoforce, Organic Stress Multivitamins as well as Every Man Daily Multivitamins. Clients have reported that they are sleeping better, eating healthier and looking younger. Clients also say they are less depressed and more hopeful since taking New Chapter's products. "...I feel more balanced and full of life. Thank you..." says Michael Greene, retired senior.

“To better their lives, America’s poor must increase their wellbeing and vitality. New Chapter’s great products are clearly providing those priceless gifts. We deeply appreciate New Chapter’s generous contributions. Thank you to everyone at New Chapter for choosing to be a part of the Nourish America team,” says Michael Morton, Executive Director.

“We are thrilled to have found Nourish America. They have afforded us a swift, efficient network for donating product to those who need it most,” says Barbi Schulick, New Chapter’s Co-Founder and Director of Sustainability.

About Nourish America™

Nourish America™ is a tax-exempt, non-profit organization that improves the health of children, families, and seniors in need in America by providing vitamin supplements, nourishing foods (including organics and naturals) as well as nutrition education and research. Since 1999, Nourish America has provided nutritional support to hundreds of thousands of children, prenatal mothers, teens, senior citizens, veterans, and natural disaster victims throughout the United States.

Nourish America has received the highest rating two years in a row for fiscal management from Charity Navigator, the nation’s leading charity watchdog organization, ranking it in the top 14% of 5,000 of America’s best-known charities. Independent audits of Nourish America’s finances show that 94% of all donations go directly to programs and those served. To learn more about Nourish America call us (866) 487-1484 or visit us online at www.nourishamerica.org

About New Chapter®

New Chapter was founded in 1982 with a mission to promote healing through the infinite wisdom of whole foods. We believe Nature got it right the first time. That is, nourishment, protection and health come from whole food -- not from the synthetic vitamins, minerals and chemical herbal isolates you’ll find in most supplements. In fact, we hesitate to even categorize New Chapter products as food supplements. Rather, New Chapter is supplemental food, because it is food. Located in Brattleboro, Vermont, we carry the distinction of being the supplement industry's first certified organic manufacturer to produce vitamins and minerals made with organic ingredients. We are also committed to supporting and protecting the environment, and our Costa Rican farm, Luna Nueva, is a world model for organic sustainable agriculture in the rain forest. For more information on New Chapter, visit www.newchapter.com.

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