



**FOR IMMEDIATE RELEASE**  
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## **Nourish America & Biometrics Team Up to Help America's Children In Need**

*Tens of Thousands of Children to be Benefited with Better Nutrition*

(OJAI, CA) – As record numbers of families are pushed into poverty, Nourish America and BIOMETICS have joined together to improve the lives of America's impoverished and hungry children. With BIOMETICS' exceptional line of Advanced Liquid Nutrition products and Nourish America's vast distribution network throughout the United States, this collaboration will positively impact the health and well-being of tens of thousands of children in need in America who with their families are facing significant and stressful challenges.

Malnourished children have difficulty focusing in school, controlling their emotions, and competing in academics and sports. They suffer from low self-esteem and are often absent from school with seasonal illnesses. Daily nutritional supplements help children by providing them with the essential micronutrients their bodies need to function effectively and develop into healthier, happier children.

This Holiday Season, Biometrics is sponsoring a fundraising campaign to support this joint effort. Nourish America supporters as well as Biometrics' customers and distributors are welcome to donate cash as well as product. It costs only ten cents a day for Nourish America to provide nutrition to a child. So \$5 provides needed nutrients for 50 children for one day, \$10 nourishes 100 children.

Also, Biometrics has pioneered the "Scholastic Enhancement Program", a specially selected group of products designed to support the supplementation that children need for energy, focus and mental clarity in school for better grades and academic success.

"BIOMETICS is a leading American company dedicated to making lives healthier and more enjoyable. We are proud to partner with Nourish America by providing our line of advanced liquid nutrition products and donations from our distributors. Together, we will help strengthen our nation through Nourish America's life changing programs." says BIOMETICS President, Ted Silverberg.

"We are thrilled to partner with Biometrics to help children here in America. The high-quality, bioavailability of Biometrics' Advanced Liquid Nutrition makes their products an ideal, effective nutritional support for children who lack basic nutrients due to poverty. It's an amazing moment when a child who has been depressed and too tired to play begins to smile again and find joy in their life. Together with Biometrics, we'll be putting the smiles back on thousands of children's faces and giving them the strength, health and better grades they need to face the challenges ahead." says Michael Morton, Nourish America's Executive Director.

Since 1999, Nourish America has provided daily nutritional support and supplements to children and families in need, low income seniors, pregnant mothers, as well as our veterans and victims of disasters in America. Nourish America's more than 500 partner sites include Head Start, Healthy Start and WIC programs, K-12 public schools, community health centers, Council on Aging programs, homeless and women shelters, Native American programs, Salvation Army, YWCA and YMCA, Boys & Girls Clubs, City Park and Recreation Departments, hospital outreach programs, public health departments and many other community-based and faith-based organizations.

Parents and teachers of children participating in Nourish America programs consistently report, year after year, that the vitamins are improving their children's lives. Last year, almost 50% of parents reported their children are healthier, more energetic and physically active, sleep better, and are sick less often. One third said their children's concentration, attitude, school work and even self-esteem had improved.

#### **About Biometrics**

Established in 1993, [BIOMETICS](#) provides the most advanced form of liquid supplementation with a patented process that increases the absorption rate of vital nutrients to 3-5 times faster than standard pills. Utilizing the BIOMETICS Shared Marketing™ system, people across the country have experienced better health and enjoyed personal financial benefits by sharing these products as Independent Distributors.

#### **About Nourish America**

[Nourish America™](#) is a non-profit organization committed to improving the health of those in need through nutritional supplements, nourishing foods (including naturals and organics) and health education. Daily, 30,000 children in need and 34,000 low income seniors throughout America receive nutrition through Nourish America programs. Last year, Nourish America distributed \$4 million worth of nutritional products to disaster survivors, emergency workers, low income seniors and impoverished children and families.

Nourish America welcomes your support. To donate, call (866) 487-1484 or email us at [info@nourishamerica.org](mailto:info@nourishamerica.org). To donate online, visit [www.nourishamerica.org](http://www.nourishamerica.org). Independent audits of Nourish America's finances show that 94% of all donations go directly to programs and those served.

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