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**Nourish America Launches “Healthy Moms & Babies”
A Free Nutritional Program for Low Income Pregnant Mothers**

Generous Donation from NOW Foods Jump-Starts the Program

(Ojai, CA) – Every year approximately 30,000 babies in America die before their first birthday, more than in almost every other industrialized nation. Though the reason is not clear, low birth weight is suspected to be the cause. In response, [Nourish America](#) has initiated a new program called Healthy Moms & Babies that provides free prenatal vitamins to impoverished mothers to help reverse the heartbreaking trend.

To increase the likelihood of a healthy pregnancy, the U.S. Department of Health and Human Services recommends vitamins and minerals, particularly folic acid, for women who may become pregnant. For this reason, Nourish America is implementing this free prenatal multi-vitamin/mineral tablets program with a generous donation from [NOW Foods](#) to support the on-going daily health of hundreds of pregnant women in Hill County, Montana and Los Angeles, California.

“We are very pleased to launch our Healthy Moms & Babies program with Hill County WIC and the Children’s Institute, Inc. in Southern California because of the great need in these areas,” said Mary Morton, Nourish America’s Program Director. This year poverty and malnutrition have risen drastically in Los Angeles where unemployment rate has reached over 12%. In Hill County, MT, local layoffs have devastated the incomes of an already low income community which includes two Indian reservations. In addition, research shows that the incidence of teenage pregnancy in this area is alarmingly high. In 2004, 58% of 1,000 teenagers in Hill County had experienced at least one teenage pregnancy.

“The prenatal vitamins Hill County WIC has received from Nourish America greatly helps increase vital nutrient intake for proper fetal growth. Our mothers are so thankful for one less monthly expense. Our deep thanks and appreciation go to Nourish America and NOW Foods for their help in ensuring that our mothers and children are healthy,” said Tessa Roberts, RD, Hill County WIC Coordinator.

“This new program has great potential to make a lasting positive impact on both mothers and babies. Nourish America is very grateful to our distribution partners and NOW Foods for collaborating with us in this important effort. NOW Foods has been a solid partner with Nourish America for many years and their generous support of our programs is greatly appreciated. We invite all supplement manufacturers to join us in this important work by donating prenatal vitamins to Nourish America.” stated Michael Morton, Executive Director for Nourish America.

“We really enjoy working with Nourish America and support the tremendous work they are doing in North America by helping those who have the greatest need and the least amount of resources. This is in support of our mission at NOW Foods to provide products that empower people to lead healthier lives,” commented Al Powers, President of NOW Foods.

About NOW Foods

NOW seeks to provide value in products and services that empower people to lead healthier lives by supplying consumers nationwide with high-quality, affordable nutritional products. Many consumers have come to trust the NOW® brand and have shown their approval and support by helping NOW® become one of the leading dietary supplement manufacturers in America since it was founded 40 years ago. NOW® has grown from a fledgling regional brand to a leader in the natural food and supplement industry with an inventory of over 1,800 products, including nutritional supplements, natural foods, supporting literature and retail supplies. Today, more than ever, NOW® Foods makes quality affordable, and will continue this tradition for many years to come. www.nowfoods.com

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. Daily, 30,000 children in need, 34,000 low income seniors and 12,000 National Guard men and women throughout America receive nutrition through Nourish America programs. Nourish America also provides nutritional support to evacuees, victims and emergency workers during domestic disasters.

It costs only ten cents a day to provide nourishment to someone in need through Nourish America. For three years in a row, Nourish America has received high ratings for its fiscal management from Charity Navigator, the nation’s leading charity watchdog organization. Independent audits of Nourish America’s finances show that over 96% of all donations go directly to programs and those served. Donations can be made online at www.nourishamerica.org. Nourish America welcomes your friendship on [Facebook](#) . Come follow Nourish America on [Twitter](#).

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