



**FOR IMMEDIATE RELEASE**

Gillian Christie  
 Christie Communications  
 805.969.3744  
[Gillian@christiecomm.com](mailto:Gillian@christiecomm.com)

Mary Morton  
 Nourish America  
 805.715.2693  
[mary@nourishamerica.org](mailto:mary@nourishamerica.org)

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**NOW Foods and Nourish America Help the Big Apple's Hungry  
 Weather the Flu Season in Health**

(SANTA BARBARA, CA)— Thanks to a generous contribution from NOW Foods, Nourish America recently provided over 18,000 bottles of high quality liquid echinacea to The River Fund of New York, a food pantry for New York's working poor and homeless. The donation of echinacea will support the immune systems of River Funds' clients and help them fight infection. While the common cold and other illnesses are traveling fast this winter season, these recipients now have access to a safe, natural herb with antioxidant properties that they could not afford for themselves.

According to a 2006 study, approximately one out of every six New York City residents live in households facing food insecurity, and over 400,000 of them are children. Without proper daily nutrition, these New Yorkers are more susceptible to illness, diseases, and other health problems.

"Today there is a severe snowstorm in New York. Despite this, there's a long line of people running outside of our pantry and onto the sidewalks. The people here are really in need," says Swami Durga Das, Director of The River Fund. "The donation of echinacea has been a God send – a great, quality product from a well known brand. We have a volunteer grant writer here who is also a chiropractor. She was very impressed that we received this donation as she uses this particular echinacea product from NOW Foods for her personal use and in her practice."



“Numerous people have reported to me personally their gratitude for the echinacea. For instance, one of our volunteers just took in a family of five who could not afford to heat their apartment. One of the little girls had a high fever, and the mother was terrified for her daughter after hearing about the severe flu epidemic. With nourishing foods and the echinacea from NOW, this girl’s fever has subsided and she’s doing just fine now. A man in his mid-50’s, a hard working man with a low income job and a family to care for has thanked me so many times for the echinacea. He and his wife can’t afford to take off work if they or their children are ill. Having a product that helps to keep his family healthy during the cold and flu season can mean the difference between barely making it and losing everything. There are not words to describe our deep, deep gratitude for this wonderful donation from NOW Foods and Nourish America.”

“NOW Foods has once again generously donated their high quality supplements to those in need right here in America. We at Nourish America value their on-going support and offer our great appreciation to NOW Foods for being our partner in this important work,” says Michael Morton, Executive Director.

“We are honored to be able to support the important mission of Nourish America in responding to the needs of people in our own country. This also supports the mission of NOW Foods to empower people around the world to lead healthier lives by responding to those with the greatest need and the least amount of resources,” states Al Powers, President of NOW Foods.

For over eight years, Nourish America has improved the health of hundreds of thousands of children, teens, adults, seniors, veterans, and victims of natural disasters by providing daily vitamins, supplements, and nourishing food. New York is just one of 39 states served by Nourish America’s free nutritional programs for those in need.

#### About Nourish America:

Nourish America™ is a tax-exempt, non-profit organization committed to improving the health of children, families, and seniors at risk for malnutrition and those in need through nutritional supplements and nourishing foods (including naturals and organics).

Nourish America has received the highest rating two years in a row 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 for fiscal management. Independent audits of Nourish America’s finances show that 94% of all donations go directly to programs and those served.

To support Nourish America, or for further information, please call 866-487-1484 or visit the website at [www.nourishamerica.org](http://www.nourishamerica.org).



### 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](http://www.nowfoods.com)

Media Contact: Gillian Christie, **Christie Communications:**  
805.969.3744 [gillian@christiecomm.com](mailto:gillian@christiecomm.com)