



**For Immediate Release
August 10, 2009**

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**New Chapter's Multi-million Dollar Donation to Nourish America
Brings Organic, Whole Food Vitamins to 15,000 Students in Need**

(Ojai, CA) – Due to the economic downturn, corporate giving has significantly declined nationwide. Despite this trend, New Chapter, manufacturer of organic, whole food supplements has more than quadrupled its cash and product donations this year to Nourish America to almost \$3.5 million. This gesture of generosity during a time of significant challenge to so many is evidence that New Chapter has emerged as one of the philanthropic leaders in the natural products industry.

In its most recent generous donation, New Chapter has contributed 1.9 million servings of its children's multivitamins to Nourish America. These vitamins are being distributed through Nourish America's distribution network and in concert with Office Depot Foundation's National Backpack Program for low income students. 7,500 students in need in Los Angeles, 5,900 students in Northwest Houston and 600 students at the Crow Creek Indian Reservation in South Dakota are receiving a school year supply of New Chapter's whole food, organic multi-vitamins along with their brand new backpacks.

Parents and teachers of low income children who have received free children's daily multi-vitamins from Nourish America's programs consistently report dramatic improvements in the quality of life of the children. Almost 50% report their children are physically healthier, more energetic, sleep better, are more physically active and are sick less often. One out of three parents said their children's concentration, attitude, school work and even self-esteem had improved.

"In a day when it seems that everyone expects government to be all things to all people, it is refreshing when a company such as New Chapter provides a school year's supply of high quality vitamins with no government assistance to 5,900 needy children in the North Harris County, Houston area. I commend New Chapter for being a strong community citizen. They not only make outstanding products, but they obviously have an outstanding corporate character," said Texas State Representative Debbie Riddle.

"Nourish America is deeply grateful to New Chapter for their support of Nourish America's programs. New Chapter's generosity has improved the lives of tens of thousands of needy children, families and victims of disasters in America and is evidence of New Chapter's great heart," stated Michael Morton, Executive Director of Nourish America.

"We stand in deep appreciation for the work of Nourish America. This inspiring organization reaches out to those most challenged by disaster and poverty – people who are in greatest need of Mother Nature's healing gifts. New Chapter's mission is to deliver those gifts to all, and it is our honor to work with Nourish America in offering whole foods nutritional supplements to these deserving communities," said Sara Newmark, Sustainability Manager, New Chapter.

About New Chapter

New Chapter is a widely respected producer, formulator, packager and distributor of organic whole-food nutrients and herbal formulations selling over 100 products to approximately 4000 retail locations as well as medical professionals and pharmacies.

They are industry pioneers in cultured whole-food vitamins and minerals, making their whole-food nutrients the superior alternative to the synthetic isolates of most vitamin brands. Likewise, they have championed the use of supercritical CO2 extraction, which creates a broad-spectrum yet powerfully concentrated herbal extract – without the use of high heat or toxic chemical solvents.

They carry the distinction of being the supplement industry's first organic manufacturer to produce vitamins and minerals certified to be made with organic ingredients. New Chapter's innovative formulations are praised by health care practitioners worldwide, and many New Chapter products are the subject of promising human clinical and basic research at preeminent research institutions in the United States. www.newchapter.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. To learn about Nourish America's latest news, be our friend on [Facebook](#) . Come follow Nourish America on [Twitter](#).

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