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THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

Circulation: 15,286

A VRM, Inc. Publication

April 2008

'08 Science of Supplements

Supplement Industry News

NOW Foods and Nourish America Help the Big Apple's Hungry

With a contribution from NOW Foods, Nourish America recently provided more than 18,000 bottles of 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. 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, approxi-

mately 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.

"NOW Foods has once again generously donated their high-quality supplements to those in need right here in America," said Michael Morton, Nourish America executive director. "We value their on-going support and offer our great appreciation to NOW

Foods for being our partner in this important work."

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.

For more information, call (866) 487-1484 or visit www.nourishamerica.org.