

Nutrition

INDUSTRY EXECUTIVE®

The Business Magazine For Dietary Supplement & Functional Food Manufacturers

An Ounce of PREVENTION: Shoring up the Immune System

Nourish America Launches \$1 Million Fundraising Drive

Nourish America (Santa Barbara, CA), a top-rated, "award winning non-profit committed to improving the health of children, families, and seniors through vitamin supplementation and nourishing foods" (including naturals and organics) has announced the 1,000 for \$1,000 Campaign, a new fundraising drive that provides citizens and corporate sponsors with the opportunity to make, said the organization, a tangible difference in the lives of hundreds of thousands of Americans.

According to Nourish America, "Inspired by the fundamental principle that charity can have a measurable impact when it is effectively delivered directly to its intended recipients, the 1,000 for a \$1,000 Campaign seeks one thousand donations of \$1,000 or more by the end of 2007." To publicly recog-



**Nourish
America**

nize each contribution, the Nourish America website will feature a commemorative "A Thousand Thank You's" web page listing all private and corporate donors.

Founded in 1999, Nourish America (then called Vitamin Relief USA) was created to bring a sense of immediacy to the problem of poor nutrition among children, families and seniors and others in need with programs that channel desperately needed vitamin supplements directly to those at risk for malnutrition. Among the non-profit's recent projects to benefit tens of thousands of people is the "Nourishing Katrina's Forgotten Children" initiative to assist victims of Hurricane Katrina in Gulf states.

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

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