

# Nutrition

INDUSTRY EXECUTIVE®

The Business Magazine For Dietary Supplement & Functional Food Manufacturers

## CORPORATE PHILANTHROPY: THE NEW BOTTOM LINE

The "giving holidays" only come once a year for most, however the outpouring of funds for worthy endeavors has become a yearlong commitment for many companies.

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Vitamin Relief/Nourish America is another industry organization supported by natural product companies.

According to company president, Michael Morton, for more than seven years Vitamin Relief/Nourish America received support in the form of donated raw ingredients, finished branded products including multivitamins for kids, adults and seniors, cal-mag, fish oils and DHA, meal replacement drinks and bars, as well as private label products under the organization's name. Last but not least labels, bottles, caps, packet materials, printing and graphics have also been donated.

Since 1999, Tishcon Corp has donated to Vitamin Relief a continuous stream of high quality multivitamin/minerals. To date Tishcon has committed to 12,000 bottles a month of children's chewables.

For more than a year now, Natural Alternatives International (NAI) has provided over 6 million children's chewables through Vitamin Relief USA's (VRUSA) Children's First program to schools throughout Sunflower County and Bolivar County in some of the Mississippi Delta's poorest areas. Today, parents report that NAI's vitamins have not only dramatically helped the children but also strengthened families.

Morton counts other industry companies like NOW Foods, ArkoPharma,

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