

# Nutrition

INDUSTRY EXECUTIVE®

The Business Magazine For Dietary Supplement & Functional Food Manufacturers

## Sea of Change

New Regulations Spur Industry Changes,  
Added Consumer Confidence

### Vitamin Relief USA Expands, Takes New Name: Nourish America

**V**itamin Relief USA has announced the launch of Nourish America™, a new umbrella organization to expand Vitamin Relief USA's humanitarian services. Nourish America debuted at this year's Natural Products Expo East.

Nourish America will broaden the existing supplement programs of Vitamin Relief USA to include natural, functional and organic foods, beverage products and a variety of health education services. These educational programs will engage expert nutritionists and leaders in the health and wellness sectors to work directly within communities by providing informational resources, training toolkits, and nutri-

tion education, the organization said.

"Nourish America extends our reach and increases our ability to ensure that America's children, families, seniors and those at risk for malnutrition receive the daily essential nutrition they need—along with the education that helps empower them to care for themselves," said Michael Morton, PhD, executive director of Nourish America. "This is an exciting time in our history, and we are thrilled by the expanding support we are receiving from new and old partners and suppliers. Together, we will continue to improve lives, everyday, across America."

In other news, Vitamin Relief USA has been ranked as one of the top

non-profit organizations by a leading non-profit evaluator, Charity Navigator. This is Vitamin Relief's second consecutive year for this honor.

Vitamin Relief USA currently provides daily multivitamins to more than 26,000 needy children at more than 300 sites in 33 states across the US. Vitamin Relief USA earned its honorable distinction again after Charity Navigator's staff thoroughly studied Vitamin Relief USA's expenses, organizational efficiency, revenue, and leadership salary.

To support Vitamin Relief USA and its efforts, or for further information, call (866) 487-1484 or visit the website at [www.vitaminrelief.org](http://www.vitaminrelief.org).

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