



**For Immediate Release:
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**Nourish America Launches “Healthy Moms and Babies”
National Prenatal Nutrition Campaign
To Ensure a Healthy Start for America’s Next Generation**

Four-Star Rated Charity to Deliver Nutritional Supplements to Pregnant Women in Need

(Ojai, CA) – Nourish America, a national non-profit committed to improving the health of children, families, seniors and veterans through vitamin supplements and nourishing foods (including naturals and organics), has announced a major new initiative to deliver prenatal nutrition to underprivileged pregnant women to assure the health of new mothers and their infants.

Founded in 1999, Nourish America provides daily multivitamins and other nutrients to more than 26,000 needy children at more than 350 partner sites in 37 states across the United States. Supporting its mission, both with financial and in-kind contributions are corporate America, the natural product industry, concerned private citizens, visionary philanthropists and the U.S. Congress and governmental agencies.

“Premature birth has become a silent crisis in America, with more than 520,000 babies being born prematurely each year. According to the March of Dimes, this is a 30 percent increase since 1980. Much work remains to be done to reduce infant and maternal mortality rates, prevent premature birth and low birth weight babies,” said Michael Morton, Executive Director of Nourish America. “By expanding our existing programs with a strong emphasis on prenatal nutrition with vitamins, supplements and a balanced diet, Nourish America, our partners and benefactors will assure a healthy start for the next generation of Americans.”

According to government statistics, almost half of all pregnancies are unplanned, leading medical professionals and public health officials to conclude that improvements in infant and maternal mortality rates would be best achieved by reaching impoverished women with health-related education and products before they become pregnant. The need for prenatal nutrition programs such as those provided by Nourish America is further supported by the widespread absence of nutritive health in the general population.

“Studies by the U.S. Department of Agriculture indicate that 35.1 million Americans, 12.4 million of which are children, live in households that considered ‘food insecure’,” commented Mr. Morton. “With one in five American children projected as nutritionally “at-risk”, it is critical that we reach women of childbearing age with nutritional supplements to set the stage for continued sound dietary practices before they give birth. As a society it is our duty that we ensure that our children grow up well nourished and healthy.”

Mr. Morton explained that “food insecurity” is described as “a lack of access to enough food to fully meet basic needs at all times due to lack of financial resources”.

Although the general public may think the challenge of meeting daily nutritional requirements does not apply to them personally, according to the U.S. Centers for Disease Control and Prevention, 93 percent of Americans fail to get even the Estimated Average Requirement for vitamin E, more than half of all adults fail to get the average requirement for vitamin A and even economically secure Americans don’t consume the fruits, vegetables and juices

that would provide them with the required levels of vitamin C as well as other antioxidants. Nourish America is designed to provide those with low incomes with free and easily available multivitamins and nutritional supplements that can help address this problem.

“The need for Nourish America has never been more acute than it is right now”, stated Mr. Morton. “With one in five American children projected as nutritionally ‘at-risk’, it is critical that as a society we ensure that expectant mothers and their newborns grow up well nourished and healthy. Improved nutritional status for everyone results in a healthier and less dependent generation, reducing pressures on schools, correctional facilities, social welfare agencies and the health care system.”

About Nourish America

Nourish America™ (formerly Vitamin Relief USA) for the past two consecutive years has received the highest rating from Charity Navigator, the nation’s leading charity watchdog organization. Independent audits show that 94 percent of donated funds go directly to Nourish America programs and those it serves, placing Nourish America in the top 14% of 5,000 of America’s best-known charities.

Nourish America™ is a DBA of Vitamin Relief USA, a tax-exempt, non-profit organization committed to improving the health status of children, families, and seniors at risk for malnutrition through vitamins and nourishing foods (including organics and naturals) and health education programs. Nourish America owes its success to an innovative model of collaboration driven by the belief that every American, regardless of socio-economic status, deserves to receive the basic nourishment that is essential for health and well-being.

“Nourish America is who we are and what we do. We are committed to making sure our country and our citizens are well nourished. In this way we can assure our great nation remains vital, fit and strong both now and in the future,” states Morton

To support Nourish America™ - or for further information, please call 866-487-1484 or visit the website at www.nourishamerica.org. Below please find a media backgrounder detailing specific information about Nourish America™.



Media Backgrounder:

Nourish America Vision:

From metropolitan cities to rural country settings, children, families and seniors at risk for malnutrition are making dramatic improvements in health, school performance, behavior and self-esteem through Nourish America's programs. The vision behind these improvements is the eradication of nutritional deficiencies in the United States by providing vitamins supplements and nourishing foods (including naturals and organics) to those in need. Nourish America also provides informational and educational materials to support and empower those they serve to take better care of themselves...

The Strategy:

A National Public-Private Partnership and Collaboration to Help Those at Risk for Malnutrition

Nourish America uses an innovative model of collaboration driven by the belief that every American, regardless of socio-economic status, deserves to receive the basic vitamin and mineral nutrients that are vital to health and well-being. Current programs include:

- **Vitamin Supplements and Nourishing Foods** (including naturals and organics) for children, families, and seniors in need.
- **“Operation Vital Nutrients”** providing much needed multivitamins and other nutrients to our citizen soldiers- the National Guard upon their return from Iraq.
- **“Healthy Moms and Babies”** a national initiative to provide low income pregnant mothers-to-be the prenatal multi-vitamin support they need everyday to assure a healthy pregnancy and healthy babies at birth.
- **Nourish America’s “Jump Start PE”** providing micro-grants to support quality, daily physical education programs in our nation’s schools.

The supportive arm of the collaboration includes corporate America, the natural product industry, various funding organizations, as well as concerned private citizens, visionary philanthropists and governmental agencies. They provide the funds, and donate multi-vitamins, natural products, as well as other items and services necessary to run the programs

The distribution arm of the collaboration is made up of a diverse group of more than 350 organizations and agencies in 37 states. Across the country, ministers, social workers, teachers, students, volunteers, physicians and nurses, as well as other program staff, distribute Nourish America vitamins, natural products, and education to those in need.

How the Programs Work:

Nourish America donated nutritional products are shipped to our collaborative distribution sites who give them to their clients. Nourish America maintains a close relationship with each individual distribution site to assure success of the program. All sites also provide periodic updates on exactly how many products have been distributed. Also, sites participate in our “Annual Site Survey” that gathers important information to gauge the success and measure specific outcomes of the program.

An Idea That Is Growing:

The word is out: Daily, Nourish America’s phones ring with calls from interested agencies and organizations eager to become a collaborative distribution site. Through national and local media coverage in newspapers, magazines, television and radio, as well as word of mouth from our sites to other agencies, Nourish America is known broadly as a viable, economical and effective intervention in the continuum of care for those at risk for malnutrition in America.

Collaborative Partners Include:

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| Head Start, Healthy Start and WIC programs | K-12 public schools and school districts |
| Volunteers of America | National Guard Units |
| Churches | Health Care for the Homeless Clinician’s Network |
| Community Health Centers | Council on Aging programs |
| Homeless and battered women shelters | Native American programs |
| Salvation Army | YWCA and YMCA |
| Boys & Girls Clubs | City Park and Recreation Departments |
| Hospital outreach programs | Public health departments |
| Medical and nursing school outreach programs | |

And countless other community-based and faith-based organizations.

These groups provide the distribution sites, staff and time, to provide the multi-vitamins to those in need.

It is through this donation of valuable staff time at its collaborative distribution sites coupled with the generosity of our sponsors and supporters in funds, natural products, and vitamins, that Nourish America is able to provide daily nutritional support for thousands of our nation’s most vulnerable citizens.

Nourish America’s Awards:

- “Four Star” rating (the highest available) for its financial health from Charity Navigator, the premier charity watchdog organization.
- The first-ever “Impact Award” by the California Association of Non-profits (CAN)
- The “Celebrating Excellence Award” from the Campaign for Better Health and Citizens for Health
- The first “Celebrating Seniors Award” from Senior Friendly Communities of America
- The “Hero Award” from the Dietary Supplement Education Alliance

Our success is due to the collaborative spirit of our stakeholders. Nourish America’s programs would not be feasible without the enthusiastic and gracious support of individuals and sponsors who share a similar objective concerning the eradication of malnutrition in the United States.

Our commitment is not a duty but rather a choice and a privilege. We invite you to join us.

Thank you.