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Nourish America & New Chapter Give a Holiday Gift of Health to New York's Needy Families

(Ojai, CA) - Because of a generous donation from New Chapter of more than 10,500 boxes of children's supplements, over 1,000 families at The River Fund New York received from Nourish America this past holiday season a six month supply of whole food, organic supplements. This health-improving gift is greatly appreciated given that 1 out of every 4 children in New York City requires nutritional support from local food pantries.

"With the state of the economy and the price of basic foods, the strain on families with children is tremendous," says Swami Durga Das, The River Fund New York's Executive Director. "Most of our families are low income working families. The difference between them making it financially through the flu season can be just one child home sick. These families can't afford for their children to be sick. They can't afford the doctor bill. They can't afford the medicine and they can't afford to take time off work. They can't even afford basic food, let alone vitamins to bolster their children's health. Parents here are thrilled when they learn they can get a six month supply of whole food, organic children's vitamins for their families for free. Then when I show them the other great products for them from New Chapter like the Berry Green, the Vitamin E or probiotics, I feel like Santa."

Josephine, grandmother and sole support of her grandson Taquan said, "Things at times are very stressful and difficult to keep up with. Financially I struggle and am dependent on what The River Fund New York offers to me weekly. Along with the daily food supply and clothes they provide, I am especially grateful for the ongoing supply of monthly vitamins."

Puma, mother of two young children reported, "My children have been using the New Chapter vitamins. Thanks to New Chapter, Nourish America and The River Fund New York for providing these vitamins to my family."

"It has been an honor working with Nourish America and The River Fund New York to help those most in need during the holiday season. We are grateful to have such dedicated partners and are humbled by the work they do," said Sara Newmark, Sustainability Manager, New Chapter.

Michael Morton, Nourish America's Executive Director responded, "We at Nourish America are so pleased to partner with New Chapter and The River Fund New York to help provide whole food, organic nutrition. Low income and homeless families are the populations who need these products the most. Yet, because of the cost, they are the least likely to receive them. Thanks to

The River Fund New York's help and New Chapter's generous heart, these families are benefitting today and in the future with improved health and well-being."

About New Chapter

New Chapter is a widely respected producer, formulator, packager and distributor of organic whole-food nutrients and herbal formulations selling over 100 products to approximately 4000 retail locations as well as medical professionals and pharmacies. They are industry pioneers in cultured whole-food vitamins and minerals, making their whole-food nutrients the superior alternative to the synthetic isolates of most vitamin brands. Likewise, they have championed the use of supercritical CO2 extraction, which creates a broad-spectrum yet powerfully concentrated herbal extract - without the use of high heat or toxic chemical solvents. They carry the distinction of being the supplement industry's first organic manufacturer to produce vitamins and minerals certified to be made with organic ingredients. New Chapter's innovative formulations are praised by health care practitioners worldwide, and many New Chapter products are subjects of promising human clinical and basic research at preeminent research institutions in the United States. www.newchapter.com

About Nourish America

Nourish America is an award-winning 501(c)3 organization that provides nutritional supplements and nourishing foods (including naturals and organics) to those in need in America. Daily, 30,000 children in need, 34,000 low income seniors and 12,000 National Guard men and women throughout America receive nutrition through Nourish America programs. Nourish America also provides nutritional support to victims and emergency workers during domestic disasters.

It costs only ten cents a day to provide nourishment to someone in need through Nourish America. For three years in a row, Nourish America has received high ratings for its fiscal management from Charity Navigator, the nation's leading charity watchdog organization. Independent audits of Nourish America's finances show that over 96% of all donations go directly to programs and those served. Donations can be made online at www.nourishamerica.org . Get the latest news by being Nourish America's friend on [Facebook](https://www.facebook.com/nourishamerica). Come follow Nourish America on [Twitter](https://twitter.com/nourishamerica).