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NAI's Donation of Children's Vitamins to Vitamin Relief USA Creates "Miracles" for Mississippi Delta Families

Over 40% of Surveyed Parents Report Improvements in Children's Grades and Self Esteem

Ojai, CA – Since March 2006, 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.

Vera Sublet of Ruleville, MS, a fifty year old mother of an energetic first grader, reported a remarkable transformation not only in her child, but in their home life. She said, "Ricardo was difficult to raise by myself. He was very active and didn't want to listen to me or behave. Verbally he was hard to understand and he just wouldn't focus on school or doing what I asked him to do. When my eldest daughter left for college, I didn't know how I'd raise this child by myself. I really needed breaks from him. After taking the vitamin tablets, his behavior has changed tremendously. Now Ricardo is so well behaved and focused. His self-esteem is really high particularly since he became an honor student. Our life together now is so much less stressful and happier. It's a great relief to me."

Elementary school parents in Sunflower County whose children received NAI's vitamins exclusively for six months reported dramatic improvements in their children. 80% of surveyed parents reported an increase in the children's energy while 78% reported an increase in appetite. Over 50% said children showed an increase in physical activity, sleep and well-being. Over 40% reported higher self-esteem, more positive attitude, improved grades and social behavior.

Ms. Sublet says, "I want the company who donates our vitamin tablets to know that they have changed my life and my son's life. They are the best things that could ever have happened. Whatever is in those vitamins, they work. They are like a miracle! "

"NAI has a long history of meeting the needs of families and children in need of dietary supplements to benefit their health – particularly in areas where disasters have struck and dietary needs are hard to meet," states Mark LeDoux, CEO of Natural Alternatives International. "From supplying essential supplements into Kosovo to a population decimated by years of war, to helping the families and children of our Gulf Coast seriously impacted by hurricanes and floods – NAI is committed to helping fulfill its charter of enriching the world with the best of nutrition. We are gratified for the opportunity presented by Vitamin Relief and are humbled by the gracious responses of the recipients of these NAI products."

“It is clear that the daily vitamins contributed by NAI are true gifts to not only the children but their entire families. We are deeply grateful to Mark LeDoux and NAI for their generosity,” says Michael Morton, Vitamin Relief USA’s Executive Director.

Vitamin Relief USA, a “Four-Star” rated charity by Charity Navigator, currently provides daily multivitamins to more than 26,000 needy children as well as 14,000 low income seniors at more than 300 sites in 31 states across the United States. Collaborative distribution sites include: Head Start, Healthy Start and WIC programs, K-12 public schools and school districts, Volunteers of America, Rotary Clubs, 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 community outreach programs, and countless other community-based and faith-based organizations.

Vitamin Relief USA is a tax-exempt, non-profit organization committed to improving the health status of children, seniors and adults at risk for malnutrition through vitamin supplementation. To support Vitamin Relief USA, or for further information, please call 805-715-2693 or log onto www.vitaminrelief.org .

Natural Alternatives International (www.nai-online.com) founded in 1980, is an industry leader in the field of nutritional science, dedicated to offering the highest quality of products and services to its international clientele. With strategically placed facilities in the United States and Switzerland, and sales operations in Japan, NAI is able to fulfill the needs of its customers around the world.

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