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Nourish America™ Brings Relief to Tens of Thousands of California Fire Victims and Firefighters - thanks to the Natural Products Industry

One Million Dollars in Products and Services Donated

(Ojai, CA) – The Natural Products Industry met Nourish America’s urgent request for donations last week for victims of the California Wildfires with open-hearted generosity. As a result, Nourish America provided more than 300,000 protein bars, tens of thousands of bottles of multivitamins, immune and respiratory support products as well as healthy foods to fire victims, evacuees, firefighters and law enforcement officials.

“The outpouring was inspiring,” says Michael Morton, Nourish America’s Executive Director. “Saul Katz of Solo GI Nutrition literally emptied two warehouses of Solo GI Bars for those in need and Chris Bolduc of Roex loaded a pallet full of Roex products into his truck and personally drove it over to the Orange County Fire Authority on our behalf.” Through the generosity of many companies and individuals, Nourish America delivered high quality nutritional products into the hands of those most in need.

“These fires created a huge crisis with almost a million evacuees at one point. So it’s not surprising that there were communities and organizations which urgently needed additional supplies of nourishing foods and supplements. Because of our established distribution network coupled with the generous donations, we were able to fill those gaps and provide much needed help,” says Connie Whitaker, Nourish America president.

“Most of the evacuees and fire victims we see at Circle of Care are so surprised and pleased that we have multi-vitamins and protein bars because these aren’t the usual items you see in a relief situation. They’re very grateful for them because they understand that these items are for supporting their health and that having stronger health will help them as they work to recapture their lives,” said Terri Keim, Director, Circle of Care.

Stephanie Rudat, Nourish America board member and Michael Morton lent a hand in the product distribution in Orange and Riverside Counties. See the Nourish America team in action on YouTube:

<http://www.youtube.com/nourishamerica>

During this fire crisis, Nourish America also provided product and support for the Orange County Fire Authority, the Orange County Emergency Response Team (CERT), the Orange County Sheriff's Department, the American Red Cross' San Diego, Riverside and Orange County Chapters, the San Diego County Fire Department and the California Department of Forestry (CDF). The response to Nourish America's efforts was one of gratitude and appreciation from the victims of the fires as well as fire crews, law enforcement and city leaders.

“As a retired Fire Chief & City Manager and being part of the Public Safety Community for nearly 36 years, I believe it is critical and highly beneficial that Nourish America is distributing products of the highest nutritional quality to firefighters and law enforcement personnel participating in the disaster relief efforts here in the Southern California region,” said David Rudat. “Based upon my experience, our firefighters, law enforcement and community volunteers can go for long periods of time without rest. Having access to these high nutritional products can help sustain their physical and mental efforts. Emergency response personnel are grateful and their morale is boosted knowing organizations such as Nourish America are relentless in their pursuit of improving lives. I speak on behalf of my many friends on the emergency lines when I say 'thank you'. Every bit of help truly makes an enormous difference.”

Sincere gratitude is extended to the following companies and individuals who have generously donated products, funds and services in support Nourish America's California Fire Relief effort:

Advanced Bio Institute	Au'some, Inc.
Brandon Randazzo	CAT Specialties
C. H. Robinson Shipping	Christie Communications
David Rudat	Earth Balance
Heel, Inc.	Hilton Hotel, Irvine
Himalaya Herbal Products	Jimbo's Naturally Health Food Store
Josh and Brittany Martinez	KCOY TV
KGDP AM/FM Radio	KMGQ Radio
KRUZ Radio	Mark and Louise Casey
Market Wire	Natural Alternative International
Natural Products Insider	Nature Made
NPI Center	Overnight Labels, Inc.
Patricia Karzai	Pharmavite
Promax Bars	RE/MAX Lake Connection
Roex	Schiff Nutrition
Solo GI Nutrition	SOYJOY

Steaz
Teens Make A Difference
Tim Plastics
TreeHugger.com

Stephanie Rudat
Tiger's Milk Bars
Tishcon Corp
Whitaker Wellness Clinic

About Nourish America™

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 and those in need through vitamin supplementation, nourishing foods (including naturals and organics) and health education.

Nourish America/Vitamin Relief USA has received the highest rating two years in a row from Charity Navigator, the nation's leading charity watchdog organization, ranking it in the top 14% of 5,000 of America's best-known charities for fiscal management. Independent audits show that 94% of all donations go directly to programs and those served.

To support Nourish America/Vitamin Relief USA, or for further information, please call 866-487-1484 or visit the website at www.nourishamerica.org.

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