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Nourish America Launches \$1,000,000 Fundraising Drive With 1,000 for \$1,000 Campaign

Highly Rated Non-Profit to Recognize Individual and Corporate Donors
With "A Thousand Thank You's" Commemorative Web Page

(SANTA BARBARA, CA) – Nourish America, a top rated, award winning non-profit committed to improving the health of children, families, and seniors through vitamin supplementation and nourishing foods (including naturals and organics) has announced the 1,000 for \$1,000 Campaign, a new fundraising drive that provides citizens and corporate sponsors with the opportunity to make a tangible difference in the lives of hundreds of thousands of Americans.

Inspired by the fundamental principle that charity can have a measurable impact when it is effectively delivered directly to its intended recipients, the 1,000 for a \$1,000 Campaign seeks one thousand donations of \$1,000 or more by the end of 2007. To publicly recognize each contribution, the Nourish America website will feature a commemorative "A Thousand Thank You's" web page listing all private and corporate donors.

"We're very proud that Nourish America has repeatedly been recognized as one of the nation's most efficient and productive charities," said Connie Whitaker, president of the non-profit organization. "The 1,000 for \$1,000 Campaign reflects our belief that by working together, individuals and corporate donors can make a huge dent in the pressing problem of nutritional deficiency among children, seniors and the impoverished."

Founded in 1999, Nourish America was created to bring a sense of immediacy to the problem of poor nutrition among children, families and seniors and others in need with programs that channel desperately needed vitamin supplements directly to those at risk for malnutrition. Among the non-profit's recent projects to benefit tens of thousands of people is the "Nourishing Katrina's Forgotten Children" initiative to assist victims of Hurricane Katrina in Gulf states. This effort received extensive media coverage and high praise from government officials, church organizations and a wide spectrum of charities working in partnership with Nourish America.

During the first week of the 1,000 for \$1,000 Campaign, over two dozen individual and corporate donors have responded, many of which are new to the organization's donor roles. Corporate contributors thus far include Clear Products, Phytotherapy, Tishcon Corp, George Berkley, Sissy Biggers, Marcus Samuelson, Sean Hyson, Emmanuel Pierre-Antoine, Liz Neporent, Jerry Markbreit, CRT Tanaka,, the Council for Responsible Nutrition, Glynnis Milekowsky, RZN

Nutriceuticals, American Biosciences, Healthy Directions, Sigma Tau Health Sciences and Safety Call.

We're enormously pleased that many of our supporters return year after year to enable us to continue our work," stated Michael Morton, Executive Director. "We believe that a key reason that people and organizations answer our requests for donations is that people today have a stronger understanding of the role that nutrition plays in maintaining good health. The widespread popularity of fitness programs and the trend toward healthier diets among the general public underlines the importance of Nourish America's work to provide micronutrient supplementation for those at risk for nutritional deficiencies."

In addition to earning highest ratings for two consecutive years by Charity Navigator, America's leading independent evaluator of the financial practices of non-profit organizations, their annual independent audit determined that fully 94 percent of donations go directly to the beneficiaries of the non-profit's programs. According to Trent Stamp, president of Charity Navigator, only 14% of the charities they have rated have received at least two consecutive 4-star evaluations.

"Our findings indicate that Nourish America/Vitamin Relief USA operates in the most fiscally responsible way possible," Mr. Stamp said. "This 'exceptional' designation from Charity Navigator differentiates Nourish America/Vitamin Relief USA from its peers and demonstrates to the public it is worthy of their trust."

About Nourish America

Nourish America™ is 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 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.