

FOR IMMEDIATE RELEASE
Contact: Rhonda Price (561)371-9407
rprice@gardenoflife.com

**GARDEN OF LIFE DONATES PERCENTAGE
OF SUPPLEMENT SALES TO VITAMIN ANGELS
TO HELP UNDERNOURISHED CHILDREN**

WEST PALM BEACH, FL – Garden of Life, Inc., (www.gardenoflife.com) a leading innovator in the Natural Products industry, announced it is teaming up with Vitamin Angels to help eliminate chronic malnutrition and vitamin deficiencies in children throughout the world.

Garden of Life president Brian Ray said the company intends to donate a percentage of sales from its recently launched Vitamin Code™ dietary supplement line (www.RawVitamins.com) that features raw, vegan, gluten-free multivitamins with food created nutrients that are uncooked, untreated and unadulterated.

“At Garden of Life, we are always striving to offer our customers solutions that are life changing because we truly believe we can change the world,” said Ray. “So when we considered other organizations we’d like to partner with to help us with this mission, we were excited to discover there is another organization dedicated to making the world a better, healthier place – and this organization is Vitamin Angels.”

Founded in 1994 to provide health assistance for domestic disaster relief, Vitamin Angels (www.VitaminAngels.org) has expanded its efforts to provide micronutrient supplements and antiparasitics to indigenous healthcare providers and international relief efforts on a global scale. The organization’s mission was validated in May when 50 top economists and five Nobel Laureates declared that the number one solution to the world’s greatest challenges is to provide vitamin supplements to help the millions of children around the world suffering from chronic malnutrition.

“Garden of Life has always set a standard with their commitment to promoting health,” said Howard Schiffer, President and Founder of Vitamin Angels. “We’re

happy to be working with them on this exciting new product launch and to help them extend their reach and make this world a much healthier place.”

The Vitamin Code features six targeted formulas: Vitamin Code Women’s formula; Women 50 & Wiser; Vitamin Code Men’s formula; Men 50 & Wiser; Vitamin Code Family formula for adults as well as children six and older; and the Vitamin Code Perfect Weight formula for those looking to effectively manage their weight. With the exception of the *Ashwaganda* used in the Perfect Weight Formula that is momentarily exposed to high heat, all ingredients are 100 percent active and have not been subjected to high heat used in some tablet manufacturing processes.

A portion of the proceeds from sales of The Vitamin Code will help Vitamin Angels fund some of its most important projects, including Operation 20/20 which has a goal of eradicating childhood blindness due to vitamin A deficiency (VAD) worldwide by the year 2020. In the last three years, Vitamin Angels has distributed over than 300 million vitamins and other supplements in over 80 countries worldwide. Last year, Vitamin Angels connected vitamins and other supplements with over 7 million children, lactating mothers, and babies in 40 countries worldwide. To learn more visit www.VitaminAngels.org.

Garden of Life was founded in 2000 by Jordan Rubin to empower individuals with products and resources to achieve extraordinary health. The company distributes over 65 dietary supplements and natural foods to independent health retailers nationwide and overseas.