



News Release

**vitamin angels**

For Immediate Release  
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### **Vitamin Angels Launches *100 Days of Giving* Campaign**

Initiative Includes 100% Donation Match to Reach an Additional 2 Million Children in 2012

Santa Barbara, CA – On September 23<sup>rd</sup>, Vitamin Angels, a non-profit, 501c3 charitable organization connecting essential nutrients, especially vitamin A, with at-risk populations around the world, launched its *100 Days of Giving* campaign.

Vitamin Angels is asking the public to help give undernourished infants and children a brighter future. The campaign, which runs through January 1<sup>st</sup>, 2012 aims to raise \$250,000 through public donations, which will then be matched by a group of sponsors for a total of \$500,000. Vitamin Angels' cost to reach one child with vitamin A for one year is \$.25<sup>1</sup>, meaning they can reach an additional 2 million children as a result of this campaign. This initiative is part of Vitamin Angels' overall efforts to increase their reach in 2012.

“Most people don't know that chronic malnutrition is the underlying cause of death for more children than AIDS, malaria or tuberculosis,” said Howard B. Schiffer, President of Vitamin Angels. “The amazing thing is, malnutrition is solvable. We don't need to do any research. We don't have to try to find a cure. Just getting nutrients, especially vitamin A, out to children is the lowest cost, highest impact intervention you can provide. We invite you to join us in giving children worldwide a chance to lead meaningful and productive lives.”

Worldwide, an estimated 190 million children under five suffer from vitamin A deficiency (VAD),<sup>2</sup> a major underlying cause of child mortality and blindness.<sup>3</sup> However, with one dose of vitamin A every six months we can help prevent VAD blindness and reduce under-five child mortality by an average of 24% in at-risk populations.<sup>4</sup>

Over the next 100 days, Vitamin Angels aims to raise awareness and funds by accepting donations as well as offering materials and resources to encourage supporters to develop their own on- and offline fundraisers. The campaign will engage parents, students, food enthusiasts, and health and wellness advocates, among others, to achieve the goal of reaching an additional 2 million children in 2012 with the vital nutrients they need for good health.

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<sup>1</sup> Cost per child expenses may include logistics, transportation, staff time, and the purchase of vitamins and antiparasitics (as necessary). Costs absorbed by our field partners are not included. This calculation is based upon the cash revenue spent divided by the number of beneficiaries we reach.

<sup>2</sup> WHO. (2009) Global prevalence of vitamin A deficiency in populations at risk 1995–2005. WHO Global Database on Vitamin A Deficiency. p. 10. Geneva: World Health Organization.

<sup>3</sup> WHO. (2009) Global prevalence of vitamin A deficiency in populations at risk 1995–2005. WHO Global Database on Vitamin A Deficiency. p. vii. Geneva: World Health Organization.

<sup>4</sup> Imdad A., Herzer K., Mayo-Wilson E., Yakoob M.Y., and Bhutta Z.A. Vitamin A supplementation for preventing morbidity and mortality in children from 6 months to 5 years of age. Cochrane Database of Systematic Reviews 2010, Issue 12. p. 2. Art. No.: CD008524. DOI: 10.1002/14651858.CD008524.pub2.

Vitamin Angels' *100 Days of Giving* would not be possible without the generous support of sponsors: Emerson Ecologics, DSM, Pharmachem Laboratories, Marine Nutraceutical, AIDP, Swanson Health Products, Michael's Naturopathic, Lily of the Desert, UNFI, BioSan Laboratories, Novell Ingredients, and individual sponsors.

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Vitamin Angels is dedicated to reducing child mortality worldwide by advancing availability, access and use of essential micronutrients, especially Vitamin A, among at-risk populations worldwide. In 2010, Vitamin Angels connected over 22,500,000 children in 43 countries, including the US, with the vital nutrients they need as a foundation for good health. To learn more about global malnutrition, micronutrient deficiencies, and Vitamin Angels' solution for change, visit [www.vitaminangels.org](http://www.vitaminangels.org).