

**News Release**

**FOR IMMEDIATE RELEASE**

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## **Nordic Naturals® “Buy to Give” Campaign Offers a Backpack Full of School Supplies to a Child in Need for Every Bottle of Product Sold**

Watsonville, CA (June 24, 2014) Nordic Naturals and The Kids In Need Foundation have partnered for an inspiring back-to-school promotion called “Buy to Give” whereby Nordic Naturals customers can support families with school supplies. From July through September 2014, every time a person purchases a bottle of the featured products, Nordic Naturals will donate a backpack stocked with notebooks, crayons, markers, scissors, folders, glue, pencils, pens, erasers, and more, to a child in need.

Qualifying products include all bottle sizes of Baby’s DHA, Children’s DHA™, Complete Omega™ Junior, Ultimate Omega® Junior, Nordic Omega-3 Gummies™, Vitamin C Gummies, and Nordic Berries™.

“Too many children lack the basic tools they need to be successful in school,” notes Joar Opheim, Nordic Naturals CEO and Founder. “Whether it is a nutritional requirement such as omega-3s for optimal brain health or a practical item like a notebook or markers, there is an urgent need for us to support our kids at these very fundamental levels.”

As part of its corporate social responsibility initiatives, Nordic Naturals looks for ways to invest in the future of families through meaningful community and national partnerships. A total donation to the Kids In Need Foundation of up to \$20,000—which will purchase 1,000 backpacks—will be made, benefitting children in need.

**About The Kids In Need Foundation:** The Kids In Need Foundation is a national charitable organization founded in 1995, with the mission to provide free school supplies to students most in need. A National Network of Resource Centers includes 32 facilities where teachers go to obtain free school supplies for their students. Community school supply giveaways are accommodated through the School Ready Supplies program, and students who have gone through natural disasters are provided with new supplies through the Second Responder® program. In addition, two Teacher Grant programs award funding for innovative classroom projects. The Kids In Need Foundation has distributed more than \$550 million in school supplies, directly benefiting 3.6 million students and more than 120,000 teachers annually, and has awarded \$1.5 million in grants to teachers. For more information, visit [www.kinf.org](http://www.kinf.org). Join Kids In Need Foundation on Twitter at [twitter.com/kidsinneed](https://twitter.com/kidsinneed) and Facebook at [www.facebook.com/kidsinneed](https://www.facebook.com/kidsinneed).

**About Nordic Naturals:** Based in Watsonville, CA, Nordic Naturals is committed to delivering the world’s safest, most effective omega oils to help further its mission of correcting the global omega-3 deficiency. Distributing to more than 35 countries, Nordic Naturals offers over 200 products in a variety of flavors and formulations for adults, kids, athletes, and pets. As the number one fish oil in the United States, Nordic Naturals has revolutionized omega-3s, pioneering a new definition of fish oil quality as it relates to purity, freshness, taste, and dosage. Further information is available at [www.nordicnaturals.com](http://www.nordicnaturals.com).

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