

**News Release**

**FOR IMMEDIATE RELEASE**

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**Nordic Naturals® ‘One + One = More’ Campaign Benefits Big Brothers Big Sisters  
*Back-to-School Promotion Supports Mentoring to Strengthen Communities, Change Lives***

Watsonville, CA (June 30, 2015) On July 1, Nordic Naturals kicks off the back-to-school season with the “One + One = More” campaign to benefit Big Brothers Big Sisters of America (BBBS), a nationwide non-profit organization that serves children ages 6 through 18. From July through September 2015, every time a consumer purchases a bottle of Nordic Naturals children’s products, the company will donate \$1 to the life-changing work of BBBS, for a total contribution of up to \$25,000.

“Each year, as the back-to-school season approaches, we look for an organization that shares our passion for giving each generation what they need to grow healthy and strong,” said Joar Opheim, Founder and CEO of Nordic Naturals. “This year, we are pleased to support Big Brothers Big Sisters and their mentoring programs that help children realize their potential and build healthy futures.”

BBBS provides children facing adversity with strong, professionally supported one-to-one relationships that change their lives for the better, forever. As the nation’s largest donor- and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers (“Bigs”) and children (“Littles”).

Pam Iorio, President and CEO of Big Brothers Big Sisters, commented, “At the heart of the Nordic Naturals campaign is a desire to support the health and wellness of children and teens. We are appreciative of this generous commitment to support our nation's youth.”

Nordic Naturals employees will support the campaign through “Build-a-Backpack Day” with BBBS at the company’s corporate headquarters in Santa Cruz county. This interactive activity for the Bigs, the Littles, and the Nordic Naturals staff will provide backpacks for the start of the school year. In addition, Nordic Naturals will host a Facebook contest in August—“Mentor 4 Change”—to help raise awareness about this important organization.

All bottle sizes of Nordic Naturals children’s products qualify for the promotion, including the company’s best-selling Baby’s DHA, Children’s DHA™, and Nordic Berries™. More information is available [here](#).

Founded in 1995, Nordic Naturals is celebrating 20 years of revolutionizing omega-3s—pioneering a new definition of fish oil as it relates to purity, freshness, taste, and dosage. Based in Watsonville, CA, the company also offers complementary nutrients essential to health. Their portfolio, which is distributed to over 35 countries, includes more than 200 products in a variety of flavors and formulations for adults, kids, athletes, and pets. Family owned, Nordic Naturals works passionately to see generations of healthier, happier people around the world—and they’re just getting started. Further information is available at [www.nordicnaturals.com](http://www.nordicnaturals.com).

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