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**Media Contact:**

Lynn McGovern

(480) 927-8673

[lynn@vemma.com](mailto:lynn@vemma.com)

## **Vemma<sup>®</sup> Nutrition Company Partners with Children's Miracle Network<sup>®</sup>**

**Scottsdale, AZ (June 2009)**—Vemma Nutrition Company announced today a partnership with Children's Miracle Network, a non-profit organization dedicated to raising funds for more than 170 children's hospitals, which save and improve the lives of 17 million children each year. The partnership with the wellness company Vemma is a first-of-its kind for Children's Miracle Network.

Vemma, an international distributor of physician-formulated, liquid wellness products, will support Children's Miracle Network in raising funds for children's hospitals during its three-year partnership. Three months out of every year, Vemma independent Brand Partners and consumers will be given the opportunity to contribute a donation to Children's Miracle Network via the company's website and toll free customer service line.

Additionally, this September Vemma will launch its first children's liquid supplement, Vemma NEXT<sup>™</sup>, which will feature the iconic red and yellow Miracle Balloon of Children's Miracle Network on its packaging. The three month packaged goods campaign will raise awareness to consumers whereby a percentage of their product purchase will be donated directly to Children's Miracle Network. Throughout the three-year partnership, Vemma will also contribute Vemma NEXT product to Children's Miracle Network for distribution to pediatric patients in need.

BK Boreyko, Founder and CEO of Vemma shared, "Vemma is dedicated to making a positive difference in people's lives, which is why our partnership with Children's Miracle Network is a great fit. Consumers who purchase Vemma NEXT to benefit their child can also feel good knowing they are helping additional children in need."

The three-year partnership between Vemma and Children's Miracle Network also unites the non-profit's retail partners. Vemma's healthy energy drink, Verve, and its three ounce Verve Energy Shot, will be sold at participating retail stores; for each can or shot sold, Vemma will donate a percentage of the proceeds as well as contribute product for Children's Miracle Network to give to children in need.

Brian Hazelgren, Chief Development Officer of Children's Miracle Network said, "In this economy, people

may not have extra funds to make a donation. Our partnership with Vemma enables consumers to contribute a donation to Children's Miracle Network simply by buying a can of Verve. One purchase on their end translates into huge funding so we can continue to create miracles for more children in need." To learn more about Children's Miracle Network, visit [www.childrensmiraclenetwork.org](http://www.childrensmiraclenetwork.org).

Founded in 2004 by BK Boreyko, Vemma Nutrition Company is rapidly growing as one of the premier industry leaders specializing in premium liquid nutrition. Every day thousands of people join in our mission to make a positive difference in the lives of others through the sharing of our clinically proven Vemma formula. Our Vemma wellness products coupled with our rewarding business opportunity helps people live a better quality of life, physically and financially. Vemma is headquartered in Scottsdale, Arizona and distributes its products through a global network of independent Brand Partners operating in 50 countries. For more information, please visit [vemmma.com](http://vemmma.com).

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