

Liquid Vitamins Retailer LiquidWholeFood.com Still Offering Profits for Orphans Program

Online retailer LiquidWholeFood.com, an online natural liquid vitamins vendor, says that time is running out for their "Profits for Orphans" campaign. The program, which gives 10% of all proceeds to the Rose of Sharon Welfare Organisation, an HIV/AIDS orphanage in Harare, Zimbabwe, will end midnight on October 31.

October 23, 2009 (FPRC) -- If you never believed that you can't kill two birds with one stone, online liquid vitamins vendor LiquidWholeFood.com wants to prove you wrong. The company announced today that time is running out to participate in their recent "Profits for Orphans" campaign to help HIV/AIDS orphans in Zimbabwe. The campaign to give 10% of a month's proceeds to the organization ends midnight October 31.

"We're absolutely thrilled with the response." Carolyn Schlicher says enthusiastically as she points to the orange bar on her screen. The bar starts with, "Help and HIV/AIDS orphan!" and announces that 10% of all profits in October will be given to the Rose of Sharon Welfare organisation in Harare, Zimbabwe. Her smile is broad as she continues, "It's not often that buying something that can profoundly change your own health can also profoundly change the health of another person halfway across the world. It's obvious people see that."

Schlicher and her husband, Darryl, co-own the business which sells liquid vitamin supplements manufactured by Life Force International of Poway, CA. The Schlichers have been involved with raising funds for Rose of Sharon here in the States for about 10 years. They were introduced to the ministry by a Zimbabwean national who was studying at a university in Pennsylvania and was attending their church. While obtaining her MBA, Fatima Maruta felt led by God to go home and begin a charitable work for the sibling groups who had been orphaned through the HIV/AIDS epidemic.

One million people in Zimbabwe are orphaned because of AIDS deaths and it is estimated 15% of the total population are HIV/AIDS positive.

Schlicher invites everyone who is shopping for liquid vitamins and other liquid supplements to visit LiquidWholeFood.com and consider the power of their purchase this month. "LiquidWholeFood.com's total orders at only the third week in October is equal to the net orders from all last month. I've always thought that people who are committed to their health, particularly those interested in liquid vitamins and liquid whole food products, are especially generous as well. This just proves it."

An informational site about Rose of Sharon can be found online at <http://roseofsharonzw.org> . To make a tax deductible contribution without a purchase, send it to DCFE-Rose of Sharon, 5 E. Park Street, Elizabethtown, PA, 17022.

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