

## Help Haiti by Helping Yourself to Liquid Vitamins

*How can buying liquid vitamins for yourself helping with the Haitian relief effort? The answer lies with LiquidWholeFood.com.*

Elizabethtown, PA (FPRC) January 18, 2010 -- We've all seen the pictures and footage of the devastating earthquake that terrorized the residents of areas surrounding Port-au-Prince, Haiti on January 12th. Almost a week later, appeals for help have even reached Presidential proportions. One liquid vitamin retailer has thought of a way to make your shopping make a difference for the survivors of the earthquake. Starting today, organic liquid supplement retailer LiquidWholeFood.com is donating 10% of all profits from January sales to Haitian disaster relief.

Website co-owner Carolyn Schlicher came up with the idea when talking with a neighbor about the disaster. 'She was talking about how she saw all these great ways to donate, but just wasn't sure whom to trust,' Schlicher said. 'It made me think that people who are shopping would probably love to have the opportunity to spend money on something they're passionate about and be helping other truly needy people at the same time.' Schlicher confirmed that customers won't have to do anything special to have the profits from their purchase donated. 'People come to the site, buy their Body Balance or other natural liquid supplements, and the minute they receive their confirmation the funds are designated.'

The monies donated through the purchases will go to the Mennonite Central Committee (MCC), a 90-year old relief agency working in 55 countries worldwide. According to their website, MCC is 'a worldwide ministry of Anabaptist churches [who share] God's love and compassion for all in the name of Christ by responding to basic human needs and working for peace and justice.' MCC workers were actually in the affected regions when the earthquake struck and have first hand accounts of what happened. As a result, the workers are already intimately acquainted with the pressing needs of residents. The charity also is highly rated by the American Institute of Philanthropy, a nonprofit charity watchdog organization.

This isn't the first time the LiquidWholeFood.com has donated a portion of a month's profits to charity. In October of 2009, the website donated 10% of all profits to the Rose of Sharon Welfare Organisation in Harare, Zimbabwe. Mrs. Schlicher said they saw an uptick in sales that month, something she attributes to the personality of health-conscious people. 'I've noticed that health-conscious people tend to be servant hearted,' she stated.

Further details of the LiquidWholeFood.com donation effort can be found at <http://www.liquidwholefood.com/haiti.html>. Information concerning the Mennonite Central Committee's work in Haiti and other international location can be found at <http://mcc.org/>.

About LiquidWholeFood.com:

Life Force International independent member LiquidWholeFood.com is a preferred site for organic liquid vitamins, natural liquid supplements, and other natural liquid health supplements. They were the first liquid supplement retailer to accommodate vegetarian, vegan, diabetic, celiac, gluten-free, and gluten sensitive customers by providing prominent information about these areas on their product pages. Their business has received green office certification and national recognition for

their business practices. The site offers a 'Customer First' Certification Award open to all business industries. They serve the US, Canada, New Zealand and Australia markets with organic liquid vitamins and other organic and natural liquid supplements.

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