



Vitamin Angels Newsletter- June 26, 2006

**VITAMIN ANGEL ALLIANCE  
TO BE FEATURED ON PBS PROGRAM "HEALING  
QUEST"**



**SANTA BARBARA, Calif., June 26, 2006**

**Vitamin Angel Alliance**, a non-profit organization designed to fight malnutrition and childhood blindness around the world, will be featured as part of the PBS program "Healing Quest," a national weekly television series focused on the latest in integrative health and natural approaches to total well-being. The segment will air over the next several months; check your local PBS station for air dates and times or visit [healingquest.tv](http://healingquest.tv)

"We are very excited that 'Healing Quest' and PBS have produced a segment about our ongoing worldwide efforts to cure childhood blindness resulting from vitamin A deficiency by the year 2020," stated Howard B. Schiffer, founder and president, **Vitamin Angel Alliance**. "It is important that companies and individuals recognize the scope and importance of this issue and also how inexpensive it is to treat this deficiency and save the vision and the lives of millions of at risk children."

Vitamin A is critical for vision, bone growth and normal bodily development, and plays an active role in a child's immune system. Today, half of the children who go blind from vitamin A deficiency die each year from opportunistic infections and otherwise non-life-threatening illnesses. **Vitamin Angel Alliance's** global initiative focuses on providing basic vitamin A nutritional supplements to the tens of millions of children living in extreme poverty that are at risk of going blind or dying due to vitamin A deficiency, specifically.

The one-time cost to prevent a single child from going blind due to vitamin A deficiency is \$1.25. This covers the cost of high dose vitamin A and anti-parasitic supplements administered two times per year from the ages of 2 to 6, the time when a child is most vulnerable to vitamin A deficiency. This year, **Vitamin Angel Alliance** hopes to raise at least \$12 million in monetary and supplement donations to fund their global childhood blindness prevention campaign.

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### **About Vitamin Angels**

*Vitamin Angel Alliance is a non-profit, non-sectarian organization dedicated to providing basic nutrition and fighting vitamin A deficiency childhood blindness around the world since 1994. Last year, Vitamin Angels donated more than 100 million supplements to people in need in 40 countries around the world.*

*For additional information, please visit [VitaminAngels.org](http://VitaminAngels.org)*

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