

Vitamin Angels Receives \$8k+ Donation Made Possible by Attendees and Sponsors of What's Up With Supps Event

Morris Plains, N.J., March 17, 2023—What's Up With Supps ("Supps" or "the Company") announced that their Superheroes event at Natural Products Expo West raised \$8,790 for Vitamin Angels, which took place on the evening of March 8, 2023 in Anaheim, CA.

"Our Superheroes theme was inspired by this event's charitable partner and true hero of our industry, Vitamin Angels," said Diana Morgan, Founder of What's Up With Supps. "It still amazes me at how wholeheartedly our industry embraces our 'party with a purpose' mantra, which is evident by the huge turnout from our industry friends and partners as well as our generous sponsors."

The event was underwritten by sponsors RFI Ingredients, Nutrasource, Vidya Herbs, Amin Talati Wasserman, Alkemist Labs, HTBA, BGG, Lief Labs, Nutraceuticals World, SupplySide Health & Nutrition, Informa Markets, and WholeFoods Magazine, with \$10 of each ticket sold going toward Vitamin Angels. Additional donations were generated through a silent action with prizes also contributed by some of the event sponsors as well as Good Health Manufacturing and UGo Beyond.

"We are so grateful for the support of the 'What's Up with Supps' team and their efforts to rally the natural products industry around Vitamin Angels' mission to improve maternal and child nutrition worldwide," said Howard Schiffer, Vitamin Angels Founder & President. "Donations from the event will positively impact hundreds of underserved pregnant women and children around the world."

For more information on What's Up With Supps or how to become involved, please email diana@whatsupwithsupps.com.

About What's Up With Supps

Established in 2020 by Diana Morgan, What's Up With Supps hosts events throughout the year during major industry conventions and summits. These events serve as a catalyst for creating connections within the health and nutrition products industry to promote unity, growth and innovation through networking, mentorship, and professional development activities.

About Vitamin Angels

Founded in 1994, Vitamin Angels is a public health nonprofit working to improve nutrition and health outcomes in low-resource settings worldwide. We strengthen, extend, and amplify the impact of our partner organizations working to reach the most nutritionally vulnerable groups – pregnant women, infants, and young children – who are underserved by existing systems. We do this by delivering evidence-based interventions and offering technical assistance, including ongoing monitoring and evaluation, to ensure program quality, scale, and impact. Vitamin Angels works with over 1,200 local organizations, including governments, to reach more than 71 million women and children in about 65 countries annually. Both Charity Navigator and GuideStar give Vitamin Angels their highest marks for financial transparency. To learn more, visit: www.vitaminangels.org.

Media contacts

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