



Taking Wellness to the World®

## **ENIVA MAKES AN EXTREME DIFFERENCE FOR EXTREME MAKEOVER**

FOR IMMEDIATE RELEASE

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(Minneapolis, MN) A major participant in ABC's Extreme Makeover: Home Edition project in Minnetonka, MN, Eniva Corporation picked up the hammer and contributed in extreme style during the community-wide endeavor.

From pre-planning and promotion, to fundraising and follow-up, Eniva Corporation and its members worldwide were significant contributors to this worthy cause. At the invitation of TJB Homes, the main contractors for the project, Eniva supplied shirts, hats, t-shirts, and lanyards for the August event. More than \$60,000 in water and dietary supplements for the builders and volunteers were donated by the company. More than 250 Eniva staff and members from throughout the country were on-site to help with the project, serving water and supplements, assisting with the house-building, helping raise funds for the family, and providing support where needed. Eniva also spearheaded and paid for public relations and media coverage for the event.

As part of its overall efforts, Eniva coordinated fundraising efforts to raise more than \$100,000 for the Swenson-Lee children's college education fund, presented to the family at the official November airing of the ABC episode. Eniva is also donating \$10,000 in dietary supplements and water to the Swenson-Lee family.

As a way to help promote awareness and prevention of domestic violence community-wide, Eniva also chose to partner with Alexandra House, a domestic abuse shelter located in Blaine, MN.

\$10,000 in water and other Eniva products will be given to the shelter in coming years. Fundraising efforts by Eniva members for the House are also ongoing.

The entire experience has been very rewarding for the entire Eniva Wellness Community.

Said Eniva CEO and Chairman, Andrew Baechler, "Over the last nine years, Eniva has always been deeply committed to reaching out to people and communities in need. We don't wait for change to happen.... We take an especially active role in being a catalyst for positive results to happen in this world. Helping the Swenson-Lee family and the larger community through the efforts of EMHE is in perfect alignment with our core vision of "Helping Take Wellness to the World." We couldn't be more honored and humbled to be a part of this great project."

"Children and mothers have always been special recipients of our giving at Eniva," said Eniva Vice Chairman and CEO, Dr. Benjamin Baechler. "As I work daily at a local Minneapolis hospital, I see more clearly the need for excellent care and support for mothers and children in our communities. Families are our hope for the future, and this EMHE project has brought into focus even more clearly our desire to provide a safe, nurturing and supportive environment for all mothers, children, and families. We feel privileged to be part of this amazing outreach effort... at the end of the day, making a meaningful difference is all that counts."

*Eniva Corporation, located in Minneapolis, MN, designs, manufactures and distributes concentrated liquid nutritional supplements and other body support products. Founded in 1998, Eniva has earned the distinction of being a pioneer of advanced liquid nutraceutical products and innovative nutrient delivery systems. For more information, visit [www.eniva.com](http://www.eniva.com), or contact Mary Veloske, 763-795-8870.*