

Herbalife Family Foundation (HFF) Initiates First Program In India

The Herbalife Family Foundation, a global non-profit organization dedicated to improving children's lives by providing healthy nutrition to children at risk has formally commenced its activities in India.

Bengaluru, Karnataka, November 20, 2009 /[India PRwire](#)/ -- The Herbalife Family Foundation, a global non-profit organization dedicated to improving children's lives by providing healthy nutrition to children at risk has formally commenced its activities in India. It's first initiative - "Casa Herbalife India" was formally unveiled today at the SOS Children's Village in Bangalore, India by **Ajay Khanna, Country Head, Herbalife India and Titus Poovakulam, Zonal Director-South, SOS Children's Villages of India**. The Indian leg is the 44th Casa Herbalife program to be established worldwide.

Under the Casa Herbalife Program, HFF will provide an initial grant to support education, nutrition, basic health and vocational training for the children in the care of SOS Children's Village Bangalore under the Family Strengthening Programme. Post that, local Herbalife independent distributors and Herbalife India employees carry forward the support through volunteerism and fund-raising ensuring sustained commitment to the initiative.

In his comments on the Casa Herbalife program in India, Ajay Khanna, Country Head, Herbalife India, said "The Casa Herbalife campaign is a key element of our global commitment towards being a socially conscious corporate citizen and I am happy that it is in India today. It also comes at a landmark moment for Herbalife in India as it celebrates 10 successful years of its presence in India. We chose SOS Children's Villages of India since it deals with children at risk which is the focus of HFF globally and their co-operation so far has been excellent. We keenly look forward to doing our bit in supporting these children in being nurtured well."

National Director of SOS Children's Villages of India, Mr. Rakesh Jinsi said, " I am grateful to Casa Herbalife, Herbalife Family Foundation, their distributors and customers for extending support to the cause & work done by SOS-India over many years. It is because of such generous corporate friends that many thousands of disadvantaged children have been able to grow up in loving families in our Children's Villages."

Notes to Editor

About SOS Children's Villages of India:

SOS Children's Villages of India is a non profit, non-government, voluntary organization, committed to the care of children in need and to strengthening families and communities as a preventive measure in the fight against abandonment and social neglect. The aim & objective of the SOS Children's Villages of India is to help parentless and homeless children by giving them a family, home and a strong foundation for an independent and secure life. SOS-India is a member of SOS-Kinderdorf International, operational in 132 countries.

"SOS Children's Villages of India" was registered as a society and came into being in 1964 after Dr Hermann Gmeiner, the founder father of the SOS movement visited India in 1963 at the invitation of the first Indian Prime Minister, late Pandit Jawaharlal Nehru. The first SOS Children's Village was established in 1964 at Greenfields, Faridabad, Haryana.

Since its inception in the year 1964 SOS Children's Villages of India has expanded its services for children in need at a rapid pace. Today, there are 40 SOS Children's Villages including facilities for Tibetan children and a new village coming up at Mumbai, 122 allied projects like Kindergartens, Schools, Social, Medical, Vocational Training Centres and Outreach Initiatives spread across the country reaching out to many thousands of children.

About Herbalife Family Foundation: HFF is a 501(c)(3), non-profit corporation dedicated to improving children's lives by helping organizations provide healthy nutrition to children at risk. Additionally, HFF often supports relief efforts in response to natural disasters.

About Herbalife:

Herbalife Ltd. (NYSE: HLF) is a premier nutrition and direct selling company. Our products include nutritional shake mix, dietary supplements, Energy and fitness supplements and personal care products. The company pursues its global mission of 'changing people's lives' by marketing and selling its products through a network of 1.9 million independent distributors globally, who operate Herbalife business in over 70 countries worldwide. For those wishing to become distributors, the company also offers a financially rewarding business.

For more information, please contact:

Farha Fatima Rameez

Account Executive

(L) +91-80-22483008, (M) +91-9900526447, (F) +91-80-41574168

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