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## MEDIA RELEASE

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**Friday, 8 May 2015**

**Amway Rallies Thousands to Raise Awareness of Malnutrition  
and Sets New GUINNESS WORLD Record Title**

*“Raise Your Hand” events result in largest collage of cut-out handprints  
and inspires thousands to fight childhood malnutrition*

Amway smashed a GUINNESS WORLD RECORDS™ title while raising awareness for global childhood malnutrition through its NUTRILITE™ Power of 5 Campaign.

The NUTRILITE Power of 5 Campaign saw “Raise Your Hand” events held around the world. During these events, Amway pledged a \$USD 1 donation to the cause for each handprint collected in the effort to raise awareness of malnutrition. This effort resulted in breaking the record for the largest collage of cutout handprints.

Michael Empric, GUINNESS WORLD RECORDS adjudicator, confirmed today that of the 260,872 handprints collected, 75,200 met GUINNESS WORLD RECORDS stringent requirements to be included in the official tally – breaking the previous record of 30,006 by more than double.

“The NUTRILITE Power of 5 Campaign and effort to directly engage over 260,000 people worldwide to join us in fighting childhood malnutrition highlights what is possible when we issue a call to action,” said Jeff Terry, Gobar Manager of Corporate Social Responsibility for Amway.

By getting involved and raising their hands, Amway Business Owners and employees have started a movement that is impacting tens of thousands of children, families and communities. And we are just getting started!”

The announcement of the record took place in Washington D.C. at Founders Council, an annual gathering of high-achieving Amway Business Owners.

“As the world’s number one selling brand of vitamins and dietary supplements, we wanted to use our expertise to help lessen the impact malnutrition has in the lives of so many children and families,” said Michial Coldwell, General Manager at Amway Australia and New Zealand.



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The collage, taking the form of a tree, is on display at the NUTRILITE Center for Optimal Health in Buena Park, California. The piece was designed and assembled by Grand Rapids-based artist Georgia Taylor. Visitors will be able to see the collage and know that each print represents a portion of the dollars raised to provide essential nutrients to malnourished children.

Last year, Amway launched the NUTRILITE Power of 5 Campaign to expand the distribution of the NUTRILITE™ Little Bits™ supplement. At the time, the micronutrient powder with 15 essential vitamins and minerals for children was being distributed in two countries through established programs run by Non-Governmental Organisations. It has since expanded to nine countries and there are plans for more.

According to the World Health Organization (WHO), 7 million children younger than 5 years old die each year from preventable causes, and malnutrition is the underlying cause of 45 percent of those deaths. When mixed with children's food once a day, NUTRILITE Little Bits provides malnourished children under 5 the nutrients needed to survive.

The NUTRILITE Power of 5 Campaign is still going strong today. NUTRILITE Little Bits is now distributed in nine countries and that number will grow to 15 by the end of 2016. More information on this and other Power of 5 initiatives can be found at: [powerof5.nutriline.com](http://powerof5.nutriline.com).

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### **About NUTRILITE**

NUTRILITE, sold locally as NUTRIWAY is the world's #1 selling brand of vitamins and dietary supplements\*. Backed by 80 years of science and research, the NUTRILITE team has perfected a proprietary "seed to supplement" practice to preserve quality and maximise the consistency, efficacy and safety of its products. The NUTRILITE brand is the only global vitamin and mineral brand to grow, harvest and process plants on its own certified organic farms\*, located in the United States, Mexico and Brazil. The NUTRILITE Global Phytonutrient Report, commissioned by the NUTRILITE Health Institute, provides an examination of global fruit and vegetable intake, availability and potential impacts on health. More information at: [globalnews.amway.com/global-phytonutrient-report](http://globalnews.amway.com/global-phytonutrient-report).

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**About Amway:** Amway is a \$US10.8 billion company with 21,000 employees. Amway is the world's number one direct selling business in the world as ranked in the 2013 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 12 million children through our One by One Campaign for Children since 2003.

**About GUINNESS WORLD RECORDS**

GUINNESS WORLD RECORDS (GWR) is the universally recognised global authority on record-breaking achievement. First published in 1955, over 132 million copies – and 3 million e-books - have been sold in 20 languages, in more than 100 countries. Since then, the internationally renowned brand is also available across a number of platforms; GUINNESS WORLD RECORDS global television shows are watched by over 750 million viewers annually, over half a million subscribe to the GWR YouTube channel, the global website receives 14 million viewers annually and has over 8 million fans on Facebook.

\*Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)