

Happy Family Organics and Healthynest Join Together to Provide Baby Food and Products to Support Families During Coronavirus Crisis

New York-based Companies Donate to Local Crisis-Relief and Food Rescue Organizations

NEW YORK – April 9, 2020 – Today, Happy Family Organics and Healthynest announce support for families affected by the COVID-19 crisis in New York City, where the two companies are headquartered. These baby-first companies are both founded by mom entrepreneur, Shazi Visram, and have come together to provide more than \$300,000 in much needed baby food, diapers, wipes, and financial support to partner organizations on the frontline of servicing families at this time: [City Harvest](#), New York City's private response to hunger and largest food rescue organization; [Good360](#), a nonprofit leader in product philanthropy; [The Autism Community in Action](#) (TACA) to support their mentor program for parents; among other organizations.

[Happy Family Organics](#) is the leading organic baby food company in the U.S. and has been a mission-driven brand since its founding in 2003. As a Certified B Corporation™, the company believes it has the responsibility to help people in its communities where it can, and when it's needed most. Happy Family Organics will donate 250,000 servings of organic meals and snacks to the nonprofit partners which will be distributed to families in the New York City area. Additionally, the company's Happy Mama Mentors, a team of nutritionists and lactation specialists, are available seven days a week to provide free 1:1 support to parents, answering questions or concerns around nutrition and infant feeding via [online chat](#).

[Healthynest](#), Shazi's new venture that launched earlier this month, is devoted to protecting and enriching every baby's development with safe, effective products paired with science-backed, developmental activities centered around the routine of daily life. As parents adjust to the current environment, where physical distancing means more togetherness at home, these resources are more pertinent now than ever. The company will offer new and expectant parents free 1:1 coaching with a licensed psychologist and family therapist to reduce stress and provide parents support during these uncertain times. Healthynest will donate \$40,000 of essential products, including diapers and wipes, to families in New York City, in addition to a \$10,000 monetary donation to The Autism Community in Action (TACA) to support their mentor program for parents.

"New York City has quickly become an epicenter for COVID-19 in the United States and we felt it was our obligation to be a part of the solution for families most critically in need," said Shazi Visram, Founder and Chair Mom of Happy Family Organics and Founder and CEO of Healthynest. "Both Happy Family Organics and Healthynest are rooted in a shared mission to support and protect children, and I am proud to see these companies come together to make an impact where it's needed most. These are boots on the ground poised to make a difference, and we are dedicated to bringing support to families across the country in the coming weeks."

"In these difficult times, it's important to come together as a community and help our neighbors – especially the most vulnerable among us, which includes underserved families with young children," said Anne Laraway, CEO of Happy Family Organics. "New York City has been significantly affected by COVID-

19, and it's where our company was founded and where many of our team members live. Supporting the babies and families in our local community is the first step in our COVID-19 pandemic donation efforts, and we're committed to helping more parents in the weeks ahead."

To learn more about the nonprofit partners and ways to support, visit them online at:

- **City Harvest** – <https://www.cityharvest.org/>
- **Good360** – <https://good360.org/>
- **TACA** - <https://tacanow.org/>

ABOUT HAPPY FAMILY ORGANICS®

Happy Family Organics® has been on a mission to change the trajectory of children's health through nutrition since the company launched on Mother's Day in 2006. As the largest and fastest growing organic baby food brand in the country, we are constantly innovating to provide families with the best possible products, solutions, and resources for their evolving needs. From day one, we provide organic nutrition and support for your baby's feeding journey, whether that's breast or formula feeding all the way through starting solids and picky eating. We thoughtfully craft organic meals and snacks with curated ingredients that are appropriate for each baby, toddler, and kid's age and stage to help support a lifetime of wellness.

As champions of organic, every product in our line is certified USDA organic, which means our food is grown without using toxic persistent pesticides and has no artificial hormones or GMOs – just ingredients from earth-friendly organic farms. We know that only a healthy planet can grow healthy food and are committed to cultivating a sustainable world for little ones today and for future generations. From our WIC-authorized Clearly Crafted™ Jars to our free online live chat with lactation specialists and registered dietitians, we put babies and parents first, with support for every family.

Happy Family Organics is a Certified B Corporation®™. To learn more, please visit:

<https://bcorporation.net/directory/happy-family-brands>.

ABOUT HEALTHYNEST

Healthynest is a system based on the tenets of environmental enrichment designed to protect and enrich the fullest potential of every baby by elevating everyday moments and routines in the home, during the monumental, life-shaping first few years of baby's life. It gives parents a safe place to access the newest information, connect with supportive coaches and experts, and find enlightened products like plant-based diapers, wipes and cleaning for baby's environment, all meeting rigorous food grade quality standards. All products are paired with enrichment activities that encourage the development of deeper connections between parent or caregiver and baby.

ABOUT SHAZI VISRAM

Shazi is an American entrepreneur, investor, philanthropist, and the founder and Chief Mom of Healthynest. Prior to Healthynest, she founded Happy Family Organics in 2003, and now serves as Chair Mom for the company. She remained CEO through early 2018, after growing the company to the #1 organic baby food brand in the country. Shazi received her BA from Columbia College and her MBA from

Columbia Business School, where she currently serves on the Board of Overseers. Shazi also serves as a board member at the Environmental Working Group, Ovia Health and Recycle Track Systems. She was acknowledged by President Barack Obama as "not only an outstanding businesswoman, but also a leader that all of us can emulate." In 2018 Columbia University bestowed on her the University Medal of Excellence for her "gifts as a leader, optimistic spirit and determination to change the world for the better."