



Contact: Cassandra Frank-Cox
Science Writer
Threshold Enterprises, LLP
Phone: (800) 777-5677
E-Mail: CassandraFC@thresholdent.com

FOR IMMEDIATE RELEASE

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Threshold Enterprises Endorses Supplement Tax Initiative

Scotts Valley, CA- If Bryan Tallman and his sponsors are successful, an initiative will be placed on the California November ballot allowing residents to take a tax deduction for the cost of dietary supplements.

Mr. Tallman is the president of the Committee for Preventive Nutrition and Supplementation and is working tirelessly to collect the over 433,971 signatures needed to qualify the initiative for the ballot. California is the first state to attempt an initiative of this kind.

Leading dietary supplement company, Threshold Enterprises, recently endorsed the initiative, joining forces with several of the other sponsors, including the Natural Products Association West.

Threshold sees the partnership as a natural extension of their commitment to consumer education and awareness. Beginning in March, the company will begin shipping informational packets, signage, and signature gathering kits statewide, to its California health food store accounts.

By reaching out to voters by way of the in-store signature gathering campaign, companies such as Threshold will be empowering the natural products distribution channel to take an active role in the November 2008 election. Additionally, the shopping public will be given a chance to make their voices heard.

"This initiative would help all of us," says Tallman. "This initiative would effectively encourage individuals to take a proactive approach to maintaining their health, reducing their chance of developing a chronic disease that would cause them to become entrenched in the health care system."

To receive more information, visit www.vitaminsforhealth.org. To receive a signature gathering kit, contact Bryan Tallman at contact@vitamins-for-your-health.com.

Threshold is committed to enhancing individual potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit <http://www.sourcenaturals.com> or <http://www.planetaryherbals.com>.

Photos available for this release:

Peter Hartman, National Sales Manager Threshold Enterprises & Bryan Tallman Align to Sign Initiative

To view photos, go to www.eneewsrelease.com/pressroom and enter Release ID: **135674**