



**Human  
Growth  
Foundation**  
[www.hgfound.org](http://www.hgfound.org)

**FOR IMMEDIATE RELEASE**

November 12, 2013

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**Puritas Organic Gold Presents Walk-a-thon in Support of Children with Growth Disorders**

**LOS ANGELES (Dec. 7, 2013)** – Puritas Organic Gold, a fulvic-infused, organic, naturally stable, high alkaline water, invites Los Angeles community members to Walk for Kids Growth on Saturday, Dec. 7, 2013 at the Griffith Park in Los Angeles. Participants can register online at [www.stepupandwalkforhgf.org](http://www.stepupandwalkforhgf.org).

The Walk for Kids Growth event will benefit the Human Growth Foundation and the Children's Hospital of Los Angeles Center for Endocrinology, Diabetes and Metabolism, as well as increase awareness of childhood growth disorders and to raise funds for research, education, support and advocacy. Registration is \$10 for Youth 18 and under and \$15 for adults.

The event is from 9 a.m. to 1 p.m. Various Puritas Organic Gold stations will be set up at registration/check-in location, along the 3-mile path to keep walkers hydrated, as well as at the celebrity Meet & Greet location.

"We are so proud to be a part of this worthy cause and this GROWing solution," says Puritas brand project manager Karen Nelson. "With the help of the Los Angeles community, we can increase awareness of childhood growth disorders and ensure that children get early diagnosis and treatment. All children deserve to grow and live a healthy, happy life."

Walk for Kids Growth is hosted by actor/comedian Mark Christopher Lawrence ("GLEE" and "Chuck") and KABC Radio host Dr. Tony O'Donnell.

Following the walkathon, participants are invited to a silent auction, celebrity Meet & Greet autograph signings and enjoy entertainment provided by 2-U-Neek, Sophie Rose and headline performer IM5 (founded by "American Idol" creator Simon Fuller, media icon Perez Hilton and acclaimed tour director Jamie King)! Raffle prizes, giveaways and refreshments will also be provided. Prizes will be awarded for the top individual fundraiser and top team fundraiser.

Research shows 48% of children in the United States evaluated with the two most common forms of growth failure have gone undiagnosed.

Walk for Kids Growth is sponsored by Puritas Organic Gold, Hudson Audio Works, KABC Radio, Genentech, Endo Pharmaceuticals, EMD Serono, CVS Caremark, Novo Nordisk, Lilly, Costco, Pfizer, Alexion Pharmaceuticals, and Dexa Percy.

For more information about Walk for Kids Growth, to register or donate online, please visit [www.stepupandwalkforhgf.org](http://www.stepupandwalkforhgf.org).

About Puritas Organic Gold:

Puritas Organic Gold is FDA tested and approved naturally stable high alkaline water, infused with USDA certified organic fulvic acid. Puritas Organic Gold offers a smooth and refreshing taste, while containing more than 77 natural and rare elements. The patented fulvic acid blend contains ionic minerals that with their electric charge can help increase oxygen flow and the absorption of minerals into tissues, thereby improving nutrition and total body health. For more information, visit [www.PuritasBeverages.com](http://www.PuritasBeverages.com).

About the Human Growth Foundation:

The Human Growth Foundation is a non-profit organization founded in 1965. The organization is composed of thousands of parents with children who have various growth disorders, adults with growth hormone deficiency, physicians and other interested healthcare professionals. Their mission is to "help children and adults with disorders related to growth or growth-hormone through education, research, support and advocacy." For almost fifty years, the Human Growth Foundation has been the leader in providing information and educational materials to healthcare providers, affected individuals and the general public. HGF's commitment to expanding & accelerating research into growth or growth-hormone disorders has contributed over \$1.5 million to young investigators through their "Small Grants Program and the Human Growth Foundation Awards Program." For more information about Human Growth Foundation, visit [www.hgfound.org](http://www.hgfound.org).

About Children's Hospital of Los Angeles Center for Endocrinology, Diabetes and Metabolism:

Children's Hospital Los Angeles is a private, nonprofit hospital that is ranked among the top hospitals in the nation for endocrinology and diabetes care on the U.S. News & World Report Best Children's Hospitals List. One of the three largest endocrine programs in the United States is operated through the hospital's Center for Endocrinology, Diabetes and Metabolism. The Center is pioneering pediatric care through basic and clinical research programs for diabetes, obesity, growth, weight management, bone metabolism and endocrinology. For more information about the Children's Hospital Center for Endocrinology, Diabetes and Metabolism, visit [www.chla.org](http://www.chla.org).

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