

# NEW MEXICO *True* ECONOMIC DEVELOPMENT

July 9, 2018  
FOR IMMEDIATE RELEASE

Contact: Kevin Kelley  
(505) 827-0309  
[Kevin.Kelley@state.nm.us](mailto:Kevin.Kelley@state.nm.us)

## **Governor Susana Martinez Announces Expansion of Albuquerque Manufacturing Facility**

*Vitality Works will create up to 80 new jobs and invest \$7 million*

**Albuquerque, N.M.** - Today, Governor Susana Martinez was joined by company executives and local officials to break ground on the expansion of Vitality Works' Albuquerque manufacturing facility. The expansion will create up to 80 new manufacturing jobs. Vitality Works will also invest more than \$7 million in their facility. The expansion will be supported by New Mexico's closing fund, LEDA, as well as the Job Training Incentive Program, JTIP.

"For years, we've worked relentlessly to make New Mexico a great place to do business, now we're seeing the results," said Governor Martinez. "Homegrown companies like Vitality Works are staying and growing in New Mexico, which helps make our state the best place to live, work and raise a family."

New Mexico will provide up to \$550,000 for the expansion through the state's closing fund, known as LEDA. Bernalillo County will act as the fiscal agent for the LEDA award. LEDA helps recruit new businesses to our state while helping those that are already here grow and thrive. Nearly zeroed out when Governor Martinez took office, she fought to grow this important tool to more than \$56 million.

"We're thrilled that Vitality Works continues to expand in Albuquerque," said Economic Development Cabinet Secretary Matt Geisel. "We will continue to help our local companies as they expand right here in New Mexico."

Vitality Works was founded in 1982 and produces botanical, vitamin and nutraceutical supplements, essential oils, and homeopathic products. They serve international markets, mass market retailers, direct distributors, pharmacies, hospitals, and online retailers. They expanded into a 145,000 square foot facility on 22 acres of land.

"New Mexico is filled with great, hard-working people and is a great place to do business," said Mitch Coven, CEO of Vitality Works. "Tools like LEDA and JTIP have helped our company grow significantly in New Mexico. We look forward to continuing to give back to the Albuquerque community and the beautiful state of New Mexico."

Since 2011, Governor Martinez has bolstered economic development tools, cut taxes 57 times, and rolled back unnecessary regulations and red tape to create a business-friendly environment in New Mexico. Governor Martinez also established the Catalyst Fund, a \$40 million partnership with the State Investment Council that focuses on helping homegrown New Mexico technology startups grow and thrive. As a result of these tools, reforms, and investments, New Mexico continues to recruit global and national companies like Facebook, Keter Plastic, Safelite and others, while helping homegrown businesses like Skorprios, UBiQD, Descartes Labs, RiskSense and others grow and thrive as well.

### **About Vitality Works**

For over three decades, Vitality Works has strived to provide leading edge medicinal dietary and herbal supplements of the highest quality, purity and potency. Based in Albuquerque, Vitality Works is a pioneer in the natural products industry and offers unmatched expertise in direct sourcing of botanicals in the development and manufacture of dietary supplements. Learn more at <https://vitalityworks.com>.

###

New Mexico Economic Development Department

[gonm.biz](http://gonm.biz)

