



NEWS RELEASE

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MIXED ROOTS FOUNDATION MAKES OFFICIAL ANNOUNCEMENT AND LAUNCHES “WHAT’S YOUR IDU?” SOCIAL MEDIA CAMPAIGN

San Francisco, CA – September 30, 2011 – The Mixed Roots Foundation makes an official announcement of its new 501(c)(3) nonprofit organization established in May 2011. Mixed Roots seeks to leave a legacy for the global adoptee community and their families by supporting organizations that serve as a resource to the adoptee community, create more awareness of the adoption experience, and inspire the next generation of adoptees to become leaders in the community. Mixed Roots will be the first and only global multicultural adoptee led foundation that will cross sect the international, domestic, and foster care adoption experience.

“With November quickly approaching, it’s very exciting to finally launch Mixed Roots in time for National Adoption Awareness Month”, stated Mixed Roots founder and Korean Adoptee, Holly Choon Hyang Bachman. “With the 6 in 10 people who have already been touched by adoption, the need for post adoption resources is very important. Moreover, to address the changing needs of adoptees and their families, it is time that we establish something that we can finally call our own, the Mixed Roots Foundation” further stated Bachman.

As part of the foundation’s mission of creating more awareness of the adoption experience, Mixed Roots will launch a social media campaign called “What’s Your IDU?” Individuals who have been touched by adoption are encouraged to share their IDU story of how adoption has impacted their life through audio, video or in writing via any of the social media outlets including Facebook, Twitter, LinkedIn, and YouTube. Identity (Who are you?), Diversity (What are you?), and Unity (Where are you?) are three main topics addressed when sharing IDU stories.

Mixed Roots will also serve as a marketing and distribution channel for adoptees and their families through the Power of 4 Ps of Support including Mixed Roots Productions, Publications, Partners, and most importantly Programs that will include mentoring and scholarship, fellowship, and grant making opportunities. In providing scholarships to young adoptees and their families, Mixed Roots will offer combined financial aid assistance through one of its first established strategic partners, College Planning Club.

“We are thrilled to partner with Mixed Roots, expressed founder of College Planning Club, George Burgess. “From the point of adoption to age 17 years old, we can provide every adoptee the opportunity to plan and attend college by giving them access to tuition reduction scholarships, loans, and college planning resources,” Burgess added.

To submit your IDU story, please visit any of the social media outlets above or visit www.myidu.org. To learn more about Mixed Roots Foundation partners, programs or special events, please call 800.659.6958, email info@mixedrootsfoundation.org, or visit www.mixedrootsfoundation.org for more information.