



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Holly Choon Hyang Bachman
Founder/CEO, Mixed Roots Foundation
650.200.8575
hbachman@mixedrootsfoundation.org

MIXED ROOTS FOUNDATION HELPS ADOPTEEES KNOW WHERE THEY COME FROM AND KNOW WHERE THEY ARE GOING THROUGH TWO NEW PARTNERSHIPS

San Francisco, CA – November 4, 2011 – In recognizing November as National Adoption Awareness Month, the Mixed Roots Foundation that recently announced its nonprofit organization in September 2011 has partnered with Family Tree DNA and College Planning Club. Through these two new partnerships, adoptees will be able to learn more about their biological and cultural roots as well as have a better understanding of the college funding process, so that adoptees and their families are better financially prepared in obtaining the gift of a college education.

Family Tree DNA, the world leader in Genetic Genealogy founded in April 2000 and based in Houston, Texas, will offer exclusive discount pricing to adoptees that are referred through the Mixed Roots Foundation on the three most common DNA tests including Family Finder, Y-DNA and mtDNA tests. These tests will help identify the adoptee's ethnic heritage as well as provide more information that may connect them to biological relatives descended from their ancestral lines.

“Our goal at Family Tree DNA is to help genealogists advance their research and assist adoptees find more about their biological families”, stated Max Blankfeld, Family Tree DNA Managing Partner & Vice-President of Operations and Marketing. “By partnering with the Mixed Roots Foundation, we will not only help adoptees to learn more about who they are and their roots, but we will be giving a portion of the proceeds back to the foundation. It's always very gratifying to see results when we are able to help adoptees find information on their background that they may have never known before”, added Blankfeld.

Through the College Planning Club, a college planning resource based in San Mateo, California, adoptees from the point of adoption to age 17 years old, will have access to over 300 private colleges and universities that are offering up to \$42,000 in tuition reduction scholarships. Combined with education and awareness, adoptees and their families will be able to take leadership in understanding and identifying their financial goals to better plan and fund their own college education.

“Just as adoption is a life changing event for families, College Planning Club wants to be a part of that life changing event and ensure that every adoptee is equipped for life after high school by giving them the tools they need to succeed”, stated George Burgess, founder of College Planning Club. “The partnership with the Mixed Roots Foundation will help us make every adoptee's college dreams come true”, expressed Burgess. Adoptees and their families will receive free membership along with other resources that are available through College Planning Club.

To take advantage of these valuable resources for adoptees, please LIKE the Mixed Roots Foundation Facebook page, call 800.659.6958, email partner@mixedrootsfoundation.org, or visit www.mixedrootsfoundation.org for more information.

