



NEWS RELEASE

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MIXED ROOTS FOUNDATION BECOMES FIRST CHARITY TO BENEFIT FROM KOREAM “UNFORGETTABLE” GALA AND KICKS OFF “YOU FOLLOW” CONTEST

San Francisco, CA – November 10, 2011 – To continue raising awareness about National Adoption Awareness Month, the Mixed Roots Foundation has partnered with KoreAm Journal, a Korean American monthly publication based in Los Angeles, CA to become the first charity to benefit from the Hollywood star studded *Unforgettable* annual fundraising gala event that will take place on Saturday, December 3, 2011 in Los Angeles, CA.

“Over the past 20 years since KoreAm was established, we have been covering various issues and topics that relate to adoptees, in particular, the Korean Adoptee community”, stated KoreAm publisher James Ryu. “Recently learning about the Mixed Roots Foundation and its founder, a Korean Adoptee herself, we thought it would be perfect timing to help provide a platform to introduce and launch the new foundation. I believe it’s very important for adoptees and their families to know there is a resource such as the Mixed Roots Foundation. We are very happy to support our first charity to benefit at our annual gala event”, expressed Ryu.

As one of the ways to invite individuals and organizations to not only attend and support the *Unforgettable* gala fundraiser, Mixed Roots will also be working with Nisha Grayson in helping to create more awareness of the adoption experience by promoting her new documentary film called “You Follow: A Search for One’s Past”. Grayson was adopted from Goa, India and will be going back to India for a second time to meet her birth mother for the first time whom she has been separated since her adoption at 6 months old. The film is directed by Sharmila Ray and produced by Brad Lavery at Lavery Productions based in Los Angeles, CA.

“My goal for “You Follow” is not only to share my own journey of adoption, but to really encourage others to share their own story”, stated Grayson. “There are so many of us out there and so many stories that have not been shared or even told. I hope my story will encourage other adoptees to learn more about who and what they are by taking that step of faith of not settling for less and to find out their own truth, their own story and to really understand and know where they come from”, further stated Grayson.

Mixed Roots will kick off the “You Follow” contest which will invite everyone who has been touched by adoption to share their story. The grand prize winner will receive a free pair of tickets to attend the *Unforgettable* gala including featuring their story in a video that will be shown at the gala. The second prize is a framed picture of Goa, India and DVD copy of the “You Follow” film (fall 2012). The final prize is Steve Jobs biography book collection and 12 month calendar of photos voted and taken by adopted children from all over the world.

To learn more about the *Unforgettable* gala, to support Nisha and her new film or to find out how to participate in the “You Follow” contest, please LIKE the Mixed Roots Foundation Facebook page, call 800.659.6958, email events@mixedrootsfoundation.org, or visit www.mixedrootsfoundation.org for more information.