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## **SPOKEO AND MIXED ROOTS FOUNDATION LAUNCH SPOKEO SEARCH ANGEL AWARDS TO HONOR VOLUNTEERS**

*Seeking Nominations for Deserving Volunteers Who Help Individuals Search for Their Families*

PASADENA, Calif. and SAN FRANCISCO (November 15, 2012) – The leading people search engine, Spokeo, and strategic partner Mixed Roots Foundation, proudly announce a call for nominations during National Adoption Awareness Month in November, for the Spokeo Search Angel Awards. The newly launched program will recognize, honor and support volunteers who donate their time to help adult adoptees and others separated from family, search for and reunite with their birth families.

Individuals who have been touched by the work of Search Angels are encouraged to visit <http://www.spokeoangels.com> to submit a nomination. Winners of the awards will receive a cash grant provided by the Mixed Roots Foundation's Spokeo Search Angel Fund, a one-year account to Spokeo, and the opportunity to have reunion costs covered for a limited amount of matches made during their year as a "Spokeo Search Angel."

"Spokeo is committed to helping families reunite, and Search Angels play a crucial role in helping adult adoptees and others with the logistical and emotional support needed to reconnect with their biological family members," said Spokeo's chief strategy officer, Emanuel Pleitez. "Our commitment to honoring and helping Search Angels is for the long term. We take great pride in having the opportunity to work with so many leaders and organizations within the adoption community to launch this effort."

"As an adoptee who has searched for birth family and knowing countless others who share a similar experience – it is time that we recognize those who have helped us not only through the search process but honor those who have been there from the very beginning to the end," said Holly Choon Hyang Bachman, adoptee, founder and president of the Mixed Roots Foundation. "The Spokeo Search Angel Awards program will be a way to finally say 'Thank you' and the establishment of the Spokeo Search Angel Fund will be a way to help expand and continue the work that Search Angels do for adoptees and their families every day for generations to come."

Spokeo has formed an advisory committee to provide program guidance and review of the nominations. The committee will help promote the awards as well as select the angels to be honored with the Spokeo Search Angel Awards.

The Advisory Committee is currently comprised of various individuals that are representative of the adoption and foster care communities. Committee members include:

- Holly Choon Hyang Bachman – founder, president and CEO, Mixed Roots Foundation
- Lynne Banks - mom through adoption, American Adoption Congress SD state rep, co-founder of Adoptionscams.net and search angel
- Carrie Craft - adoption writer, About.com
- Donnie Davis - president, American Adoption Congress
- Vanessa Flores - director of public relations, Spokeo
- Johnny Madrid - board director, A Home Within, California Court Appointed Special Advocates, and National Foster Youth Action Network
- Emanuel Pleitez - chief strategy officer, Spokeo
- Angela Saverice-Rohan – adoptive mother and general counsel, Spokeo
- Priscilla Sharp – mother of adoptee, search angel, adoptee rights advocate
- Aaron Sheinbein - co-founder, Findmyfamily.org
- Rita Soronen - president & CEO, Dave Thomas Foundation for Adoption
- Marilyn Waugh - past president and current state representative, American Adoption Congress

Spokeo will accept nominations beginning Thursday, November 15 through Friday, November 30. Only those volunteers who donate their searching services are eligible for the awards. The advisory committee will review all eligible nominations and select the finalists who will be contacted to provide additional information. The winners of the Spokeo Search Angel Awards will be notified and announced in early January 2013.

#### **About Spokeo**

Spokeo is a search engine with a mission to organize the world's public information around people. Our technology aggregates and organizes people-related information from phone and address directories, social networks, celebrity photo libraries and other public sources, allowing users to search for friends, family, celebrities, public figures, and business contacts. We are committed to helping people find and connect with others more easily than ever. For more information about Spokeo, visit <http://www.spokeo.com>.

#### **About Mixed Roots Foundation**

Mixed Roots Foundation is the first and only national /global multicultural adoptee led foundation for adoptees and their families that cross sect the international, domestic, and foster care adoption experience. Mixed Roots aims to streamline funding and more post adoption resources for adoptees and their families through collaboration with likeminded individuals, businesses, and other organizations in the greater community. For more information about Mixed Roots, visit [www.mixedrootsfoundation.org](http://www.mixedrootsfoundation.org).

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