



mixed roots
FOUNDATION

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FOR IMMEDIATE RELEASE

Mixed Roots Foundation Partners with #GivingTuesday and Launches Mixed Roots Network to Help Fundraise for Important Post Adoption Resources

San Francisco, CA (November 20, 2012) – In recognition of National Adoption Awareness Month and in partnership with a new national campaign #GivingTuesday, the Mixed Roots Foundation has launched a Mixed Roots Network group on LinkedIn, the world’s largest online professional network, and will also leverage Crowdrise, the leading online fundraising platform founded by actor Edward Norton, to not only raise awareness about the over 100 million people touched by adoption in the U.S., but invite individuals to become part of an exclusive network specifically to help raise funds for the foundation. The Mixed Roots Network will comprise of volunteers that will participate in a “think tank” to identify and develop innovative ways to organize and raise funds for various projects that benefit adoptees and their families on a grass roots level. Individuals from all types of adoption, professional, and geographic backgrounds will be encouraged to join.

“I am very excited to work with the Mixed Roots Foundation to help launch this new network”, expressed Washington State based Mixed Roots Network founding member and Social Media Manager/Television Producer, Mandi Price. “As an adoptee - for the first time - I will be able to connect with others who are like me and have the opportunity to make a difference while giving back. The Mixed Roots Network not only will be a fun, dynamic place for true creativity, but it will help inspire other adoptees and their families to get involved and make a real impact in their local community”.

The first fundraising project will support the Spokeo Search Angel Fund in partnership with Spokeo, the leading people search engine, that seeks to offset costs for volunteers who donate their own time and resources in helping adoptees search and reunite with their birth families. The official launch of this special fund is in conjunction with the call for nominations with the Spokeo Search Angel Awards initiative that was recently announced.

“In this important month of November with the upcoming holidays and knowing how many people are touched by adoption, it will be great to finally launch the Mixed Roots Network for our fundraising efforts, stated Pam Kroskie, adoptee and vice president of development for the Mixed Roots Foundation. “We believe through the power of networking and online fundraising, we can build a real community to support and address the important issues that impact us most – we look forward to connecting with everyone who wants to get involved and wants to help us achieve our fundraising dreams and goals through the Mixed Roots Network”.

In early 2013, the Mixed Roots Network will announce a Mixed Roots Ambassadors program where current members can apply to become ambassadors who will serve as team leaders in their local community. Mixed Roots Ambassadors will help mobilize others to give back via their own Crowdrise fundraising team pages and also serve as advocates to continue the foundation’s efforts to expand and make a positive impact both locally and globally.

For more information on how to join the Mixed Roots Network, please visit the Mixed Roots Network group on LinkedIn: <http://www.linkedin.com/groups/Mixed-Roots-Network-4463219>. To get involved and support #GivingTuesday, visit <http://givingtuesday.org/partner-detail/mixed-roots-foundation/>. To learn more or donate to the Spokeo Search Angel Fund, visit www.crowdrise.com/spokeosearchangelfund.