



NEWS RELEASE

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Creative Edge Public Relations and Sophistry Skin Care Co-Sponsors Holiday Charity Launch Event to Benefit the Mixed Roots Foundation

San Francisco, CA and Alameda, CA, December 6, 2012 – Creative Edge Public Relations and Sophistry Skin Care team up to host 'A Holiday Affair' charity launch event that will benefit the Mixed Roots Foundation and will take place next week on **Thursday, December 13, 2012** at the private home of a local philanthropist and businessman in Oakland Hills, CA.

“We are deeply honored and very grateful to have Creative Edge Public Relations and Sophistry Skin Care dedicate their time, staff, and resources in hosting a Holiday Benefit event for us”, stated Korean Adoptee and Founder of the Mixed Roots Foundation. “As we wind down to the end of year with anticipation of a great new year and emphasizing the importance of family during the holidays, it really means a lot to us to bring people together from all aspects of diversity who believe in our vision and mission and want to celebrate and recognize adoptees and their families in the local community”.

Creative Edge Public Relations, a premiere full-service public relations and communications firm based in the San Francisco Bay Area, will be spearheading Mixed Roots Foundation’s efforts to expand its public relations as well as assist with the overall development and organization of the foundation.

“Creative Edge is so excited to bring Mixed Roots on as one of our valued clients”, expressed Founder and Publicist, Theodore Palmer. “As an individual who has been personally touched by adoption and so many of my friends have mixed roots, it just felt right that we help Mixed Roots grow and get them to the next level – Mixed Roots has so much to offer and I know will positively impact so many lives including mine”.

As one of the only customized skin care companies in the country, Sophistry Skin Care will partner with Mixed Roots by offering complimentary product consultations and donating a portion of its sales proceeds back to the foundation, so that more adoptees and their families in particular adoptees of color and adoptees who are mixed race can feel confident in their own skin.

“As a Korean married to a Russian and having a mixed race daughter together, I immediately fell in love with Mixed Roots and knew that we had to get involved and help in some way”, stated Sopia Mitchell, Founder and Owner of



Sophistry Skin Care. "I hope that I can help Mixed Roots to not only raise awareness about the mixed roots experience, but I hope that my products and services will empower adoptees and their families to learn more about the health of their skin and educate others that skin color does matter".

The goal of 'A Holiday Affair ' is to casually bring people together in a light and fun environment while providing an opportunity for guests to learn more about the Mixed Roots Foundation. Creative Edge and Sophistry also has the goal to raise enough funds that will kick start some of Mixed Roots programs for the new year that includes the Adoptee Mentor Program (AMP) which matches and provides positive adult adoptee mentors to children and youth who are also adopted as well as help officially launch the Global Adoptee Genealogy Project (GAGP) in the Spring that will recruit adoptees and their families to discover their biological and cultural roots through DNA testing. Finally, funds that are raised will also assist with planning the first Mixed Roots Café where adoptees and their families can meet and connect with one another in a safe space while sharing their own mixed roots experiences.

The 'A Holiday Affair ' begins at 6:00 p.m. with food, wine, and entertainment as well as providing a great way to network with one another and offer the opportunity to meet special guests including local athletes and dignitaries. There is no cost to attend, but donations are encouraged and registration is required. To register, please contact Theodore Palmer at 646.575.2967 or email tpalmer@creativeedgepr.com. You may also learn more about the 'A Holiday Affair ' by LIKING Mixed Roots Foundation on Facebook or visiting www.mixedrootsfoundation.org.

About Creative Edge Public Relations

Creative Edge Public Relations (CEPR) is a full-service public relations and communications firm in San Francisco focusing on media, marketing, and events. CEPR is also a leader in developing nonprofits and foundations for athletes, co-branding products with sports personalities and entertainers as well as assists in the launch of new businesses, brands, and services. CEPR represents athletes such as NFL players Vernon Davis (SF 49ers), Chris Culliver (SF 49ers), and skateboarding legend Karl Watson. To learn more about Creative Edge Public Relations, visit: www.creativeedgepr.com.

About Sophistry Skin Care

Owned and Operated by Sopia Mitchell, a cosmetic chemist who has been in the skin care industry for over 15 years, she has privately manufactured for plastic surgeons, dermatologists, estheticians, and premier brand-name skin care companies. Prior to starting Sophistry, Sopia worked for a leading Biotech company as a Quality Control Chemist. Combined with high quality research and extensive customer experience, Sophistry provides a unique approach by specializing in customized skin care by creating products that address specific needs and concerns with each individual's various skin types. To learn more about Sophistry Skin Care, visit: www.sophistryskincare.com.

About Mixed Roots Foundation

The Mixed Roots Foundation is a 501(c)(3) nonprofit organization (tax exempt public charity) and is the first and only national / global multicultural adoptee led community foundation (all board members are adopted) that cross-sects the international, domestic, and foster care adoption experience. Mixed Roots Foundation's primary role is to bring people and organizations together to make a difference and leave a legacy for the adoptee community and their families by guiding philanthropy to where it makes the most impact within the adoptee community. To learn more about Mixed Roots Foundation, visit: www.mixedrootsfoundation.org.

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