



## NEWS RELEASE

## FOR IMMEDIATE RELEASE

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**Mixed Roots Foundation**

### **Mixed Roots Foundation Teams Up with Hilton Universal to Host Signature SIP & GIVE Drinks Launch Event - Thursday, Sept 8, 5 – 7:30 p.m.**

*Launch event will also feature multi-award winning singer/songwriter Maya Azucena*

**Los Angeles, CA (Wednesday, August 17, 2016) – Mixed Roots Foundation** has teamed up with **Hilton Universal** to host a first of its kind fundraiser that will help **raise awareness and funds for the adoption and foster care community**. The launch event will unveil a new campaign – **SIP & GIVE - It Only Takes 1 Challenge** which will include debuting two signature drinks that will be put on the menu at the Hilton Universal Hotel in which **for each signature drink that is sold, Hilton Universal will donate \$1 back to Mixed Roots Foundation**. The launch event will also include a **live performance by multi-award winning singer/songwriter Maya Azucena**.

“We are very excited and honored to be a part of this special event,” said **Tom Cook, General Manager, Hilton Universal**. “When my colleague, **Bonnie Ryder, who has been with us for over 24 years and who is also an adoptive parent herself**, came to me with this cool idea I did not hesitate and stated ‘We are in!’ And it really is a win-win as this event will not only help us promote our new restaurant and the hotel, but it will enable us to contribute to a cause that is very important to many of our employees here at Hilton Universal. **We look forward to our continued partnership with Mixed Roots Foundation**, and wish much continued success for the organization as it makes a difference in so many people’s lives.”

“I am honored to perform and help raise awareness about **Mixed Roots Foundation and their fantastic programs to support youth and adoptive families**,” said **Maya Azucena**. “**My hope is to inspire young people to recognize the great power they have within themselves** and let them know they can impact change in their lives and the world. I also hope to inspire support from those with means, to help them fly.”

**The SIP & GIVE Launch event on September 8, 2016** will begin with a **cocktail reception starting at 5:00 p.m.** and a **live performance by Maya Azucena at 6:30 p.m.**, along with the opportunity to **catch the kick-off of the NFL season on TV** and most importantly **watch the unveiling of the two signature SIP & GIVE drinks**. For the launch event only, **for each SIP & GIVE drink that is sold, attendees will also receive a complimentary appetizer**. There will also be **raffle prizes** and **many ways to mingle and network** as well as learn about different ways to continue to help raise awareness and funds for Mixed Roots Foundation. **The ultimate goal of the SIP & GIVE drinks is to expand to other venues both locally and globally.**

**Individual tickets cost \$20. For Community partners and sponsors, tickets cost \$15. To register, visit Eventbrite: <https://sipandgivedrinksofficialauncheventhiltonuniversal.eventbrite.com>.**

To learn more, please contact 213.725.8054, email [sipandgive@mixedrootsfoundation.org](mailto:sipandgive@mixedrootsfoundation.org), or visit [www.mixedrootsfoundation.org](http://www.mixedrootsfoundation.org). 100% of proceeds will benefit Mixed Roots Foundation that promotes and supports important post-adoption resources for the adoption and foster care community.





#### **About Maya Azucena**

**Maya Azucena**, a multi-award winning recording artist and magnetically inspirational woman, is known for making music that uplifts the soul. Maya's work has been featured in **O Magazine, Washington Post, Billboard** and countless other publications. She's starred in **MTV's Made** and **earned a Grammy Award -certificate** for contributing her 4-octave range and soul-stylings to the collaboration with *Stephen Marley* on "Mind Control". Fusing Soul, Rock and Pop, Maya describes her sound as "a female Bruno Mars, if Bruno sang like Chaka Khan." Within the last year she's toured to Haiti, South Africa, India and Russia. In June, **Maya headlined the Mixed Remixed Festival in Los Angeles, an event that celebrated the power of culturally mixed heritage and experiences. To listen or learn more about Maya, please visit: <http://mayaazucena.com/>**

#### **About Hilton Universal**

**The Hilton Universal** is located a block from the main entrance of **Universal Studios Hollywood**. This 24-story hotel is also a 3.5-mile drive to **Pantages Theatre for Broadway shows**. Upscale rooms offer panoramic views of the **Hollywood Hills and Universal Studios**, along with custom-designed beds, minifridges, flat-screen TVs and WiFi (fee). Suites add separate living areas. Amenities include an informal restaurant, a lobby lounge and a coffee shop, plus a fitness center and an outdoor pool (with seasonal bar) and hot tub. Business facilities include a business center and over 60,000 sq ft of meeting space. **There's also a free shuttle service to Universal Studios. To book a room or special event, please visit: <http://www3.hilton.com/en/hotels/california/hilton-los-angeles-universal-city-URUCHF/index.html>**

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

**Mixed Roots Foundation** is a 501(c)(3) nonprofit organization based in Los Angeles, CA with presence also in San Francisco and Minneapolis. Mixed Roots Foundation serves as the first and only national / global multicultural foundation for adoptees and their families representative of the international, domestic, and foster care adoption experience that **leverages philanthropy and grassroots fundraising to support important post-adoption resources** for adoptees and their families including mentoring, DNA testing and unique scholarships/grants for the adoption and foster care community. For more info, **visit [www.mixedrootsfoundation.org](http://www.mixedrootsfoundation.org), LIKE Mixed Roots Foundation on Facebook or Follow on Twitter and Instagram @mixedroots.**

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