



NEWS RELEASE

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#eZWay Broadcasting, Inc. / #eZWay Cares

Mixed Roots Foundation Kicks Off End of Year 5 Year Anniversary Fundraising Campaign for #GivingTuesday in Partnership with #eZWay Cares powered by #eZWay Broadcasting, Inc.

Mixed Roots Foundation will serve as one of #eZWay Cares benefiting charity that further raises awareness and funds for the adoption & foster care community

Los Angeles, CA (Tuesday, November 29, 2016) – **Mixed Roots Foundation** and **#eZWay Cares powered by #eZWay Broadcasting, Inc.** have joined hands to celebrate **Mixed Roots Foundation's 5 Year Anniversary** by launching a special end of the year 5 Year Anniversary fundraising campaign for **#GivingTuesday**, a global giving movement that has been driven by individuals, businesses and organizations nationwide and around the world to further support causes within the community.

We are so excited to partner and have Mixed Roots Foundation serve as our benefiting charity this year," said **Eric Zuley, Founder and CEO of #eZWay Broadcasting, Inc.** "Kids are our future, so it's very important that we invest in organizations that serve them and what more meaningful to make a difference within the adoption and foster care community this year where there is such a huge need to ensure kids who may not have families of their own can feel loved through the little bit we can do to help spread the word through our network and partners. If we can put a smile on one child's face – that is what it's all about especially during this holiday season."

"We look forward to teaming up with Eric and the #eZWay Cares Team not only for the Holidays, but to help take Mixed Roots to the next level," said **Emile Mack, Chair, Mixed Roots Foundation.** "We are honored that the work we do on behalf of the adoption and foster care is being recognized and that we can further collaborate with people like Eric and businesses and organizations like #eZWay Cares, so that the more people know, the more we can grow and make a difference together."

To support #GivingTuesday and Mixed Roots Foundation's 5 Year Anniversary, please visit:

<https://www.fundbycell.com/5anniversary> or Text GIVE 5YEAR to 56512 (Message & data rates may apply).

To learn more or get involved with Mixed Roots Foundation, visit: **www.mixedrootsfoundation.org**. For more information about #eZWay Broadcasting, Inc. and #eZWay Cares, please visit: **<http://ezwaybroadcasting.com/>**.

**#GIVING
TUESDAY**





About #GivingTuesday

#GivingTuesday is a movement, built by people around the world, to celebrate giving of all kinds. **It is celebrated on the Tuesday after Thanksgiving (in the U.S.), Black Friday and Cyber Monday; this year it falls on November 29, 2016.** This movement is the result of the collective power of a unique blend of partners—nonprofits large and small; businesses and corporations; schools and universities; civic campaigns in cities, states and regions; and families and individuals—to inspire people to take collaborative action to improve their local communities and contribute in countless ways to the causes they believe in. Everyone has something to give. **For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.**

About #eZWay Broadcasting, Inc. (EZWB) and #eZWay Cares

EZWB is powered by WTV Networks and serves as a one-stop shopping experience, for all of digital and social media needs. EZWB stands at the forefront of the digital millennium and has expanded exponentially over the last thirteen years, creating nine divisions. The CEO is award winning **Eric “EZ” Zuley** heralded as the **“Skeleton Key to Corporate Hollywood.”** Amassing over five thousand video’s, six-teen million views, ten websites, seven hundred thousand blog-talk radio listeners, and the procuring of over two thousand events, it’s safe to say that EZWay Broadcasting has solidified a game changing global brand. EZ’s **“Introducing Corporate to Hollywood,”** is the key slogan, of this meteorically rising company. To learn more how eZWay can help your brand, please visit: <http://ezwaybroadcasting.com/>

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, LIKE Mixed Roots Foundation on Facebook or Follow on Twitter and Instagram @mixedroots.**

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