



## NEWS RELEASE

## FOR IMMEDIATE RELEASE

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**Mixed Roots Foundation**

**Mixed Chicks Teams Up with Mixed Roots Foundation to  
Throw Out First Pitch and Officially Launch #IAMMIXEDROOTS Campaign  
at 5<sup>th</sup> Annual LA Dodgers Adoptee Night for National Foster Care Month**  
*'Adoptee Night' is a Special Night for All Who are Touched by Adoption and Foster Care with  
Goal to Send 1,500 Adopted and Foster Youth to Attend Their First Baseball Game*

**Los Angeles, CA (Thursday, April 20, 2017)** – In celebration of its **6 Year Anniversary**, **Mixed Roots Foundation** will host its **5th Annual 'Adoptee Night'** with the **LA Dodgers** during **National Foster Care Month** as they take on the **St. Louis Cardinals** on **Thursday, May 25, 2017 at 7:10 p.m. at Dodger Stadium**. **Wendi Kaaya, Co-Founder of Mixed Chicks**, the very popular multicultural hair care line will throw out the first pitch to her fellow business partner, **Co-Founder, Kim Etheredge** and joined on the field with her other business and life partner, **Brad Kaaya**. **Mixed Roots Foundation** will also launch its **IAMMIXEDROOTS campaign** with their **Mixed Roots Chips** where individuals will be encouraged to purchase a bag of **Mixed Roots Chips** at one of **Mixed Roots Foundation's** partner retail locations, take a picture and share their **Mixed Roots** story on the **www.iammixedroots.org campaign website**.

**"We are so honored to be invited to participate and throw out the first pitch for Mixed Roots Foundation's special night,"** said **Wendi Kaaya of Mixed Chicks**. **"Although, I am not adopted, I am mixed and I know several who have that dual identity which makes it even more special that we are able to work together to raise awareness as Mixed Chicks and Mixed Roots Foundation together."**

**"When people open their hearts to children who need homes, they build strong families — and the Mixed Roots Foundation helps build community for all who are touched by adoption and foster care,"** said **Mayor Eric Garcetti**. **"The 5th Annual Adoptee Night at Dodger Stadium will create memories that last a lifetime for these special families."**

**"Currently there are about 9,000 children in Los Angeles County placed with non-relative resource families and approximately 400 of those children are in need of adoptive families.** The **Dodgers Adoptee Night** helps promote awareness that each one of our youth deserve a safe, nurturing and permanent family. I sincerely thank all of the foster and adoptive parents who are committed to providing children in need with loving and permanent families, and also appreciate all of our **DCFS** social workers and staff who work so hard for our children," said **Diane Iglesias, Senior Deputy Director of the Los Angeles County Department of Children and Family Services**, **"I especially want to thank Mixed Roots Foundation once again this year, for making this special event possible for all of our adoptive children and families."**



**MIXED CHICKS**  
a multicultural revolution™





In addition, **Mixed Roots Foundation and Mixed Chicks** will partner with **several individuals, local businesses and organizations in the greater community** to assist in the recruitment of **mixed, adoptees, foster youth and their families** to participate in the special event including City of Los Angeles / LA Mayor Eric Garcetti, The Los Angeles County Department of Children and Family Services (DCFS), Five Acres, Vista Del Mar, First Place for Youth, Korean American Family Services (KFAM), Pact, An Adoption Alliance, LA Job Corps, Mixed Remixed Festival, JANS Enterprises, Inc., Los Angeles Lakers, Los Angeles Rams, Spokeo, Execushield, Hilton Universal, KMK Commercial Insurance, Hair Wraps by Brenna, Bobby Brown Foods and Printing Depot.

**Mixed Roots Foundation and Mixed Chicks** will also host a **pregame VIP Meet & Greet reception** where individuals will have the unique opportunity to **meet the founders of Mixed Chicks as well as other special guests** including community partners and sponsors. The pregame VIP Meet & Greet will begin at **5:00 p.m. in the Loge Terrace at Dodger Stadium** where guests will also have access to beverages and snacks, a chance to win raffle prizes, watch the game, network as well share various community resources with one another.

**Individual Tickets cost \$25 / VIP Tickets cost \$75. To become a community partner or sponsor,** please contact 213.725.8054 or email [sponsor@mixedrootsfoundation.org](mailto:sponsor@mixedrootsfoundation.org). **To sponsor an individual kid, visit [crowdrise.com/ladodgersadopteenight2017](http://crowdrise.com/ladodgersadopteenight2017). To volunteer or learn more about the event,** please email [events@mixedrootsfoundation.org](mailto:events@mixedrootsfoundation.org) or visit [www.mixedrootsfoundation.org](http://www.mixedrootsfoundation.org) for more information.

#### **About Mixed Chicks**

**Mixed Chicks** was launched by two "**mixed chicks**" on a mission to create a product line to meet the unique demands of the multicultural woman. **Wendi Kaaya** and **Kim Etheredge** have turned a dream into a reality, providing women, men and children of different ethnicities with hair care and makeup products that embrace and celebrate their diversity. Mixed Chicks can now be found around the world, enriching her skin and luscious locks with quality ingredients and a dedication to natural beauty. To learn more or buy MIXED CHICKS products, visit [www.mixedchicks.net](http://www.mixedchicks.net), **Find on Facebook, Follow on Twitter and Instagram @mixedchickshair.**

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

**Mixed Roots Foundation** is a 501(c)(3) nonprofit organization celebrating its **6 Year Anniversary** based in **Los Angeles, CA** with presence in Minneapolis, MN and San Francisco, CA and 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** and leverages philanthropy and grassroots fundraising to support important post-adoption resources including mentoring, DNA testing and unique scholarships/grants for adoptees, foster youth and their families. 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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