



## NEWS RELEASE

## FOR IMMEDIATE RELEASE

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**Mixed Roots Foundation**

**Mixed Roots Foundation Teams up with 23andMe to Launch #IAMMIXEDROOTS at 5<sup>th</sup> Annual MN Twins Adoptee Night Featuring the Mixed Chicks to Throw First Pitch**  
*'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*

**Minneapolis, MN (Thursday, August 3, 2017)** – In celebration of its **6 Year Anniversary**, **Mixed Roots Foundation** has teamed up with **23andMe**, the leading personal genetics company, to host its **5<sup>th</sup> Annual 'Adoptee Night'** with the **MN Twins** as they take on the **Chicago White Sox** on **Tuesday, August 29, 2017** at **7:10 p.m. at Target Field**.

**Adoptee Night** will feature **Mixed Chicks** owners, **Kim Etheredge, Wendi Levy Kaaya and Brad Kaaya**, the very popular multicultural hair care line who will throw out the **First Pitch** as well as **Minnesota native singer and songwriter, Kimberly Michaels, a Korean Adoptee**, will sing the **National Anthem**. **Mixed Roots Foundation** will also launch its **IAMMIXEDROOTS campaign** in **Minneapolis** 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 **I am Mixed Roots campaign website**.

"We are so honored to join **Mixed Roots Foundation** again on its journey from **Los Angeles, to San Francisco and now to Minneapolis to throw out the First Pitch for their special Adoptee Night**," said **Kim Etheredge, Co-Owner**. "Although, we are not adopted, we know several of our friends and family who are as well as many of our customers who use our product for their mixed or transracially adopted kids. We are proud to partner with **Mixed Roots Foundation** and serving as a resource to the adoption and foster care community and beyond."

In addition, **23andMe, Mixed Roots Foundation, Mixed Chicks** will partner with **several other 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 **Jans Enterprises, Inc, Connections to Independence, Blind, Inc., MN Adopt, AK Connection, The Give & Care Foundation, MN Vikings, Printing Depot, Lahlouh, and Mixed Remixed Festival**.





**Mixed Roots Foundation** will also host a **pregame VIP Meet & Greet reception** where individuals will have the unique opportunity to **meet the Mixed Chicks and Kimberly Michaels, as well as other special guests** along with other valued community partners and sponsors. The pregame VIP Meet & Greet will begin at **5:30 p.m. at the Digital Club House at Target Field.**

**Individual Tickets cost \$25 / VIP Tickets cost \$40** that include game ticket, sponsoring a kid, rally towel and VIP Slap band. **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/mntwinsadopteenight2017](http://crowdrise.com/mntwinsadopteenight2017). 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 23andMe**

**23andMe, Inc.** is the leading personal genetics company. Founded in 2006, the mission of the company is to help people access, understand and benefit from the human genome. **23andMe has more than two million customers worldwide**, with 85 percent consented to participate in research. 23andMe, Inc. is located in Mountain View, CA. **More information is available at [www.23andMe.com](http://www.23andMe.com).**

#### **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**. They've 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 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 Kimberly Michaels**

**Minnesota native and Korean Adoptee, Kimberly Michaels, singer/songwriter**, released **her self-titled album of versatile originals on February of 2017**. Tony Axtell, co-wrote and co-produced the music with her. Her professional career of singing background vocals and arranging began in 1990, in Los Angeles. Since then she's been non-stop singing and writing R&B, Funk, Jazz, Gospel & Pop music; and performing with several Twin Cities based variety bands. **Download or buy Kimberly's music at [www.kimberlymichaels.com](http://www.kimberlymichaels.com)**, and check out her Event Calendar to catch her live in the Twin Cities.

#### **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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