



NEWS RELEASE

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Philip Bailey's Music Is Unity Foundation and Mixed Roots Foundation Partner to Launch First-Ever '#FosterChallenge' during National Foster Care Month
National Campaign Raises Awareness and Offers COVID-19 Pandemic Relief for Foster Youth

Los Angeles, CA, - (Monday, May 4, 2020), Philip Bailey of Earth, Wind, & Fire, founder of Music is Unity Foundation and Holly Choon Hyang Bachman, Korean adoptee / founder and president of the Mixed Roots Foundation will partner for a first-of-its-kind #FosterChallenge to raise awareness and funds to meet the urgent needs of foster youth across the country. The #FosterChallenge will officially launch in concert with the global #GivingTuesdayNow campaign on Tuesday, May 5th, 2020. The #FosterChallenge will continue during May, National Foster Care Month.

The #FosterChallenge, a national online silent auction, brings together celebrities, businesses, government officials, entertainers and sports figures who are challenged to create exciting experiences and offer items for auction to help raise **\$1,000,000** for 25 non-profit foster care organizations. The online silent auction will benefit the newly established **#FosterChallenge Emergency Fund** and will cover the costs of essential resources including food, shelter, childcare, healthcare, education, employment and technology for youth in foster care. 100% of the Funds will be distributed to the U.S. based non-profit organizations during the first week of June 2020.

"During this unprecedented time of a pandemic crisis, foster youth across our country have lost their life-saving foundation of family and community," says Philip Bailey. "Now more than ever they need our support and love."

Due to the Coronavirus (COVID-19) pandemic, youth in foster care and the organizations that serve them are in crisis. Social distancing has added to their trauma, tearing away their network of support—therapists, coaches, social workers, teachers, and guidance counselors, and it is threatening their stability. The Music is Unity Foundation and Mixed Roots Foundation have received hundreds of requests from foster care organizations seeking their assistance.



"With Los Angeles County having the largest population of foster youth in the country, The Los Angeles County Department of Child and Family Services (LADCFS) ensures the safety of more than two million children across our diverse county. Currently, our department provides services to 34,000 children and youth, half of whom are in foster care. Through the works of Philip Bailey of Earth Wind and Fire and his Music is Unity Foundation and the Mixed Roots Foundation, who have always given generously, they have demonstrated passion for providing foster youth memorable experiences," said **Ginger Pryor, Chief Deputy Director of the Los Angeles County Department of Children and Family Services**. "In these changing times, when everyone is sheltering at home and schools are closed, the special collaboration of these wonderful organizations continues to invest in our youth and bring attention to the needs of children in foster care."

Government officials, agencies, businesses including **Bon Appetit, Blue Chair BAY by Kenny Chesney, Enterprise Rental Car, Mayor Eric Garcetti (Los Angeles), State Treasurer, Fiona Ma (California), and Michael Reagan (President, Reagan Legacy Foundation)**, are among the first to take the #FosterChallenge. Celebrities and athletes include **Tiffany Haddish (Comedian/Actress) Sheila E. (Artist/ Percussionist), Serayah McNeill (Empire), DJ Cassidy, Chick Corea (Jazz Pianist & Electric Keyboardist) Alex English (NBA Hall of Famer), Grammy Award-winning producers Bobby and Iz Avila, Kellie Williams (Family Matters), and the U.S. Women's Olympic Hockey Team Sisters – Marissa and Hannah Brandt (The Brandt Sisters) have also joined the #Foster Challenge.**

All have pledged to promote and donate unique "experiences" for the online silent auction to benefit the newly established **#FosterChallenge Emergency Fund**. To be added to this growing list of amazing supporters and to learn more about the foster care organizations who will benefit, please take the #FosterChallenge by viewing, bidding or donating at www.fosterchallenge.org or contact info@fosterchallenge.org.

About the Music Is Unity Foundation (MIU)

Music Is Unity is a leading non-profit created by Mr. Philip Bailey to focus on youth aging out of the foster care system. Since 2007 MIU has provided grants to non-profit, community-based organizations and agencies offering supportive services to the over 23,000 youth who are emancipating from the U.S. Foster Care system each year. For more information about MIU, please visit musicisunity.org, and follow us on **Facebook** and **Instagram** at [@musicisunity](https://www.instagram.com/musicisunity).

About Mixed Roots Foundation (MRF)

Founded in 2011, MRF is a 501(c)(3) nonprofit organization celebrating its 9 Year Anniversary based in Los Angeles, CA with regional offices in San Francisco, CA, Minneapolis, MN and New York, NY 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 improves the lives of those touched by adoption and foster care by leveraging 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, please visit mixedrootsfoundation.org, Follow on **Facebook**, **Twitter** and **Instagram** [@mixedroots](https://www.instagram.com/mixedroots).