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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Mixed Roots Foundation Teams Up with SnackMagic to Create Holiday Magic for Adoptive and Foster Families Across the Country in Times of Need

SnackMagic donates 55 custom healthy snack boxes to celebrate the Holidays and Bring Hope

Los Angeles, CA and New York, NY (Wednesday, December 9, 2020) – As **Mixed Roots Foundation** was preparing to **celebrate its 9 Year Anniversary** with its **signature MLB Adoptee Night events** this past **March** that takes place in **May** which is **Mixed Roots Foundation's Anniversary** and **National Foster Care Month** every year, the **global Coronavirus (COVID-19) Pandemic** hit and **Mixed Roots Foundation** had to pivot quickly... The same went for the newly established **woman and minority owned SnackMagic** whose parent company **Stadium** made the pivot from delivering **box lunches to businesses** to delivering **snack boxes to home** within just a few months at the start of the pandemic and now is considered the **fastest growing and first in its market to provide 100% customized snack boxes** that can be **created and delivered anytime and anywhere in the world.**

With dire needs of the community including **people losing jobs, housing, the mandated with stay-at-home orders and increase of the epidemic of food insecurity**, the new partnership between **Mixed Roots Foundation and SnackMagic** has allowed **SnackMagic** to immediately step up to the plate by **donating custom snack boxes** that will be delivered in time for the Holidays to **Mixed Roots Foundation's valued community partners** located across its **four team cities of San Francisco, Minneapolis, New York and Los Angeles** including **City and County of San Francisco Human Services Agency (SF HSA), Friends for Youth, MN Adopt, Connections to Independence, New York Council on Adoptable Children (NY COAC), Spence-Chapin Services to Families and Children, First Star, and the Los Angeles County Department of Children and Family Services (LADCFS)** serving as the **largest child well-being agency in the United States, ensuring the safety of more than two million children countywide.**

“Our department provides services to some **37,000 children and youth, half of whom are in foster care,**” **DCFS Chief Deputy Director Ginger Pryor** said. “We are thrilled to receive the support of **Mixed Roots Foundation and SnackMagic** during this difficult time. We are grateful to both organizations for providing hope to **our foster youth** with **memorable and tangible experiences** that include receiving these **custom snack boxes.** With the ongoing pandemic, **everyone is sheltering at home again and schools remain closed.** **Mixed Roots Foundation and SnackMagic** are not only generous, they are also socially responsible organizations that continue to invest in our youth and **bring attention to the critical needs of children in foster care.**”



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“We are so excited and honored to team up with **Mixed Roots Foundation** to provide **hope and happiness** for families during the Holidays especially during these times of uncertainty. We look forward to establishing this long-term partnership and grow with Mixed Roots Foundation with **delivering healthy snack boxes** to those in need and **continue to making a difference in the community,**” said **Shaunak Amin, Co-Founder and CEO of SnackMagic.**

In addition to SnackMagic donating its SnackMagic custom snack boxes for the Holidays, SnackMagic will also **donate with every purchase of a snack box when the Promo Code: mixedroots is entered upon check out** and **SnackMagic will donate \$5 back to Mixed Roots Foundation.** Mixed Roots Foundation and SnackMagic will also be teaming up to create a **Custom Mixed Roots Snack Box** that is currently in development where it will be **launched in early 2021** that will be cross promoted and sold to not only celebrate the **10 Year Anniversary of Mixed Roots Foundation,** but will further assist in **raising funds and supporting Mixed Roots Foundation’s** vision and mission of continuing to serve the needs of the **adoption, foster care community and their families.**

To learn more about the partnership between **Mixed Roots Foundation and SnackMagic,** please email **snackmagic@mixedrootsfoundation.org.** To purchase a custom **SnackMagic Snack Box,** visit **snackmagic.com** and **enter promo code: mixedroots.** **Holiday orders that are placed by December 10th will deliver in time for Christmas.** To donate or learn more about Mixed Roots Foundation, email **info@mixedrootsfoundation.org** or visit **mixedrootsfoundation.org.**

About Mixed Roots Foundation

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

About SnackMagic

SnackMagic is **woman-minority owned company based in New York and is the only 100% customizable snack box solution, where gift recipients customize their snack stashes from a menu of over 800 gourmet snacks and beverages and have them delivered right to their door.** SnackMagic also offers several customization options for your gift to stand out, from including swag inside the individual boxes to branding the outside of the boxes. Setting up orders takes only 2 to 3 minutes and the personalized gifts will make your friends, family, co-workers and virtual conference attendees so happy! For more info, visit **snackmagic.com,** SnackMagic can also be found on **Facebook and Instagram @snackmagic**

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