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National Council For Adoption Re-launches Groundbreaking iChooseAdoption Campaign

May 10, 2013 – Alexandria, VA – On Saturday, May 11, National Council For Adoption will re-launch its groundbreaking iChooseAdoption campaign in honor of National Birthmother’s Day. When women face an unplanned pregnancy, they often turn to the internet in search of information that will help them determine the next steps to take. Given the broad range of information available on the internet, the iChooseAdoption campaign will give women reliable, accurate information so that they can understand the options available to them and make a fully informed decision.

Originally launched in 2008, the iChooseAdoption campaign included one PSA that aired 16,765 times on 303 stations in 154 markets and the iChooseAdoption.org website that provided adoption resources, testimonials, and sample adoptive family profiles. With the new 2013-2014 campaign, NCFA hopes to inform even more expectant parents on the choices available to them with three PSAs, and a fully integrated web and social media campaign.

In an age when information is at one’s fingertips through laptops, tablets, and smart phones, iChooseAdoption will reach expectant mothers through its redesigned website and social media outreach. Prospective birthmothers visiting the brand new website can watch the PSAs, as well as view personal video testimonials featuring birthmothers, adopted individuals, and adoptive parents, read adoption stories, search for adoption agencies in their area for counseling and support, and speak to someone about adoption through a toll-free number. Integrated social media functionality informs visitors about the option of adoption through Facebook, Twitter, YouTube, Pinterest, and Instagram. In addition, visitors will have the unique opportunity to share their own adoption story. Birthparents, adopted individuals, and adoptive parents can create their own videos and explain why they chose adoption and, more importantly, adopted children can express their gratitude for the heroic decision their birthparents made.

“We are so excited about the positive change this campaign will bring to the lives of birthmothers everywhere. As someone who was adopted myself, I am forever grateful to my own birthmother for making the courageous decision to place me for adoption; I am especially happy that this campaign empowers women with information and resources to allow them to make a fully informed decision,” said Lauren Koch, vice president and director of development and communications of NCFA. After the release of the televised PSAs and the launch of iChooseAdoption.org, NCFA will release radio PSAs and a print campaign that will include the distribution of posters to high schools across the United States.

The new iChooseAdoption website can be found at www.iChooseAdoption.org.
Passionately committed to the belief that every child deserves to thrive in a nurturing, permanent family, NCFA’s mission is to meet the diverse needs of children, birthparents, adopted individuals, adoptive families, and all those touched by adoption through global advocacy, education, research, legislative action, and collaboration.

More information is available on our website, www.adoptioncouncil.org.