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New Public Service Announcements Released through iChooseAdoption

November 18, 2014 – Alexandria, VA – National Council For Adoption is proud to release two new video stories as part of the iChooseAdoption campaign. iChooseAdoption is an initiative to provide expectant parents with access to accurate adoption information in a risk-free and anonymous way. The campaign’s new public service announcements (PSAs) share a common message that placing a child for adoption can be a positive experience for birth families and adopted children. NCFA hopes that these stories will resonate with young parents or expectant parents who are interested in learning more about the option of adoption.

In “Everybody Came Together,” birth mother Melinda “Mindi” Martinez shares about her decision to place her son Miles with an adoptive family. Mindi, who has a very tight-knit family, says that initially some of her family members did not have a positive view of adoption. However, throughout her adoption journey they grew more supportive and are now proud of her decision to ensure that her son has a bright future. Mindi has an open relationship with Miles’ adoptive family and she feels that choosing adoption has made both families better and stronger. “In the end, everybody came together,” she says. “My mom...told me I’m the strongest person she knows.” National Council For Adoption will offer Mindi’s PSA in both English and Spanish.

In the PSA “I Thank Her Each and Every Day,” teenage twins Christoph and Christopher talk about their experience being adopted. Their birth mother was 17 years old when the boys were born. Seven years later, she chose to place them for adoption. Christoph and Christopher said they admire their birth mother’s strength and are thankful to have grown up in a nurturing and loving family. Without their birth mother’s decision to place them for adoption, Christoph says, “I wouldn’t be the person who I am today. And I like the person I am today.”

“Everybody Came Together” and “I Thank Her Each and Every Day” will be distributed nationally to radio and television stations in 2015 as an extension of the award-winning iChooseAdoption PSA program. Previous video stories have featured birth mothers Miranda and Cristen and adoptive parents Kelly, Stan, Chanda, and Brian. To view and share the PSAs online, visit iChooseAdoption.org/videos.
ABOUT NATIONAL COUNCIL FOR ADOPTION

Founded in 1980, National Council For Adoption (NCFA) is a global adoption advocacy nonprofit that promotes a culture of adoption through education, research, legislative action, and collaboration. As the authoritative voice for adoption, NCFA’s areas of focus include domestic infant adoption, adoption and permanency outcomes for youth in foster care, and intercountry adoption. Passionately committed to the belief that every child deserves to thrive in a nurturing, permanent family, NCFA serves children, birth parents, adopted individuals, adoptive families, and adoption professionals. In addition, we work tirelessly to educate U.S. and foreign government officials and policymakers, members of the media, and all those in the general public with an interest in adoption.

For more information, visit www.AdoptionCouncil.org.