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National Council For Adoption and Walmart Raise Awareness for Children in Foster Care

May 1, 2012 – Alexandria, VA – May is National Foster Care Month and to raise public awareness for the 107,000 children in U.S. foster care awaiting adoption, the National Council For Adoption (NCFA) and Walmart have teamed up to encourage more Americans to consider how they can help children in foster care.

NCFA’s Families For All campaign, launched in partnership with Walmart in 2008, is designed to inspire Americans to become more involved in the lives of children waiting to be adopted out of foster care, whether through mentoring, fostering, or adopting. “Many Americans simply don’t realize there are many children awaiting adoption right here in the United States who desperately need families. NCFA’s Families For All campaign raises public awareness and directs interested families to resources in their community,” said Chuck Johnson, NCFA president and CEO.

During the month of May, Walmart will air a National Foster Care Month public service announcement featuring Rodney Atkins, an award-winning country music artist who was adopted as an infant. The PSA will run in over 600 stores throughout the United States. “NCFA is committed to the 107,000 American children who dream of a loving, permanent family. With Walmart’s support, the Families For All campaign allows us to serve our nation’s most vulnerable population – children who need families,” continued Johnson.

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Founded in 1980, the National Council For Adoption (NCFA) is an adoption advocacy nonprofit that promotes a positive culture of adoption through education, research, and legislative action. Through its core areas of focus—infant adoption, adoption out of foster care, and intercountry adoption—NCFA serves children, birthparents, adoptive families, adoption agencies, U.S. and foreign governments, policymakers, media, and the general public as the authoritative voice for adoption.

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