



# National Council For Adoption

## FOR IMMEDIATE RELEASE

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### **NCFA Announces National Adoption Month PSA featuring Award-winning Country Music Artist Rodney Atkins**

November 1, 2011 – Alexandria, VA – In honor of National Adoption Month, the National Council For Adoption (NCFA) has produced a PSA featuring award-winning country music artist Rodney Atkins.

As the nation's leading adoption advocacy organization, NCFA is focusing its efforts this month on raising awareness for the 107,011 children awaiting adoption out of U.S. foster care. In 2008, NCFA launched *Families For All*, a program designed to inspire Americans to consider what they can do for a child in foster care. "Most Americans simply don't realize there are children in the U.S. waiting to be adopted and that there are several things they can do to become involved in the life of a child in foster care," said Chuck Johnson, NCFA president and CEO. "Whether someone mentors, fosters, or adopts, we hope that more people will take a moment to consider what they can do for all the children in foster care hoping for a loving, permanent family."

The National Adoption Month PSA, which will air in Walmart stores throughout the country, features Rodney Atkins, who was adopted as an infant. As one of NCFA's National Adoption Spokespersons, Rodney Atkins recently reunited with his own birthmother, calling her a "wonderful, beautiful lady."

With many encouraging successes for adoption in recent months and years, there is still a lot of work to do on behalf of children who need families. Although there are millions of orphaned and abandoned children around the world, only 11,058 children were adopted by U.S. families from other countries last year. Moreover, recent research shows that only 10 out of every 1,000 unmarried women facing unintended pregnancy choose adoption. "As an adoptive father, I know firsthand the joys that adoption can bring to children and families," said Chuck Johnson. "Our hope is that we can educate more people about the positive option of adoption and help them see it as a wonderful way to build a family."

[Click here](#) to view NCFA's National Adoption Month PSA.

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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](http://www.adoptioncouncil.org).