** MEDIA ALERT **

*** FOR IMMEDIATE RELEASE ***

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‘Step Forward for Orphans March’ to Advocate for a Child’s Right to a Permanent Family

Both Ends Burning Campaign joins forces with key adoption leaders and organizations to launch a social movement in Washington, D.C.

WASHINGTON, D.C. (August 23, 2011) – In a powerful statement of solidarity, key leaders of international adoption and members of their organizations have joined forces to participate in the “Step Forward for Orphans March,” a unified event designed to bring global awareness to the current dysfunctional adoption system.

“The current system is damaging children and discouraging adoptions. A family is every child’s most basic human right. Our current system of adoption stands between kids joining families. We are coming together to make a statement that we must do a better job for millions of orphans around the world,” said Kelly Ensslin, of the Both Ends Burning Campaign.

Craig Juntunen, the founder of Both Ends Burning, goes on to say, “How can we make the greatest impact in the shortest period of time to serve as many children as possible? I believe the answer is to grow a social movement that will move the cultural needle that forces policy change, which will lead to more children finding their way into families. Both Ends Burning was founded, in part, to start and build this social movement, and this march in Washington DC on August 26th represents a launching point.”

“Adoption and child welfare advocates are coming together as one powerful voice for children who shouldn’t have to wait any longer to join their families. We simply can’t stand idle any longer. There are thousands of orphans all around the world who dream of a loving, permanent family to call their own, and our hope is that the ‘Step Forward for Orphans March’ brings attention to the problems in intercountry adoption that must be addressed now,” said Chuck Johnson, president and CEO of the National Council For Adoption.
The March has attracted a wide range of participants and coincides with the launch of a member drive for the Both Ends Burning Campaign, the global social movement to transform the inefficient system of international adoption.

Like other great social movements, the Both Ends Burning Campaign has a world-changing goal – to work with all adoption stakeholders to improve the system of international adoption so more orphaned and abandoned children can have families.

**WHO:**  Both Ends Burning Campaign

**PARTNERS:**  Guatemala900

Futuro de los Ninos

Children of All Nations

Great Wall China Adoption

National Council For Adoption

Buckner International

Gladney Center for Adoption

**WHAT:**  “Step Forward for Orphans March” to the U.S. Capitol.  
[Click here to register]

**WHEN:**  August 26, 2011 at 2:00 pm

**WHERE:**  START: Children's Carousel on National Mall  
END: Upper Senate Park, Washington, D.C.  20001

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Both Ends Burning is a multimedia, grassroots campaign aimed at reversing the declining trend in international adoptions and reforming the adoption system so it truly serves children in need. Both ends of the adoption spectrum are burning: Orphans because they have an unmet right to a family and adoptive families because they are blocked by a system that is too costly, too bureaucratic, and too fraught with delays.

More information, including the latest Both Ends Burning Campaign video, is available at [www.bothendsburning.org](http://www.bothendsburning.org)