

FOR IMMEDIATE RELEASE

Contact for Brighter Beginnings:

Ann Marie McGee
focusONE
925.975.0711
ammcgee@focusonemarketing.com

Brighter Beginnings Announces 12th annual Adopt-A-Family Program.

*2007 Goal is to serve 300 low-income families
in Alameda and Contra Cost Counties*

Oakland, Calif., November 20, 2007. Brighter Beginnings, formerly The Perinatal Council, announces its 2007 Adopt-A-Family Program. Now in its 12th year, the program is matching donors with individual families, allowing them to receive much needed items of non-perishable food, toys, new children's clothing, diapers, sheets, comforters, and gift cards.

"Our client families are among the most vulnerable in our communities and also some of the most proud. They care deeply about being self-sufficient. The holiday season definitely emphasizes their struggles and their needs," said Dr. Barbara Bunn McCullough, Executive Director, Brighter Beginnings. "Through our Adopt-A-Family program we invite community members and local companies to "adopt" one or more families and make the holiday season more meaningful for both our donors and our families."

In 2006, the agency successfully matched approximately 200 families with donors. The goal for 2007 is to have 300 families adopted. The increase definitely represents the challenges and needs for struggling families in the Bay Area.

While the need is great – participation for 2007 is also strong. Corporations and local schools are volunteering as groups, often adopting multiple families. Some of the most recent commitments include Chevron, Dougherty High School, and the AT&T call center in San Ramon.

Through the 'adoption' process, low-income families are matched with a donor who either makes a cash donation on behalf of a family (or families) and/or purchases gifts, wraps them and drops them off at one of the drop-off locations in Oakland, Richmond, or Antioch.

This year the Brighter Beginnings' Adopt-A-Family program is expanding its presence with the help of some Bay Area retailers. Aveda located on 4th Street in Berkeley is encouraging its own customers to adopt families. Men's Warehouse in Fremont is also inviting its customers to participate in its Giving Tree program where a toy can be purchased for an individual child, wrapped and returned to the store. Brighter Beginnings will pick up, match and deliver all of the gifts directly to the child.

To adopt a family or to learn more, call 877-427-7134 or email adopt-a-family@brighter-beginnings.org Deadline to adopt is December 10.

About Brighter Beginnings

Brighter Beginnings reaches out to vulnerable, low-income families, providing home-based support and center-based services to promote healthy births and the development of babies and young children. Each year the non-profit organization serves more than 2,200 families in Alameda and Contra Costa Counties. Funded historically by government grants, Brighter Beginnings has recently expanded its appeals for private donations to add essential services for families in critical need. A professional management staff with decades of experience in non-profit family support groups supervises 50 paid staff members in three East Bay locations - Oakland, Richmond and Antioch. Additional information is available at www.brighter-beginnings.org or by calling 877.427.7134.

###