

FOR IMMEDIATE RELEASE

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**Brighter Beginnings Achieves a 53% increase for 13th
Annual Adopt-A-Family Program.**

*Oakland-based non-profit matches 433 client families
with donors for gifts and food for the holiday season*

Oakland, Calif., December 19, 2008. Brighter Beginnings today announced that 433 client families have been matched with donors for its 2008 Adopt-A-Family program. The largest response ever represents an additional 151 families served over 2007 or a 53% increase. Now in its 13th year, the holiday program matches businesses, schools, organizations and individuals with low-income families, allowing them to receive gifts of toys, household items, clothing and non-perishable food items.

Brighter Beginnings attributes their increased success for 2008 to a new web registration system allowing easier connections for those who wanted to help someone less fortunate. Donors were able to register on the Brighter Beginnings web site, preview brief summaries of the family profiles and then select a family or families.

“We are truly humbled by the generosity and outpouring of support for this program in 2008. Even in the toughest economic times, people have been extraordinarily generous and supportive,” said Dr. Barbara Bunn McCullough, Executive Director, Brighter Beginnings. “Our client families are among the most vulnerable in our communities and face extreme challenges for basic needs every day. The holiday season and our Adopt-A-Family program provide an opportunity to brighten the lives of these families and most of all communicate hope.”

Through the 'adoption' process, low-income families are matched with a donor who purchases gifts for the family, wraps them and drops them off at one of the Brighter Beginnings Centers in Oakland, Richmond, or Antioch. This year a drop off site is also available at Bentley School in Lafayette on December 20.

As an alternative to adopting an entire family, donors also have the opportunity to provide new items such as unwrapped toys, clothing and household items as well as diapers, formula, clothing and non-perishable food items. These donations will be accepted at all Brighter Beginnings centers through December 24 or may be taken the drop off at Bentley School, 1000 Upper Happy Valley Road, Lafayette on December 20 between 10 a.m. and 2 p.m.

All families served by the Adopt-A-Family program are clients of Brighter Beginnings through its home-based support programs and center-based services. 433 families represent about 15% of the total families served by Brighter Beginnings.

Additional information about Adopt-A-Family is available on the Brighter Beginnings web site or by emailing adopt-a-family@brighter-beginnings.org.

About Brighter Beginnings

Brighter Beginnings reaches out to families in need, providing home-based services and center-based services promote healthy births and the development of babies and young children. Each year the non-profit organization serves over 2,600 families in Alameda and Contra Costa Counties. A professional management staff with decades of experience delivers programs and services at three East Bay locations - Oakland, Richmond and Antioch. Additional information is available at www.brighter-beginnings.org or by calling 877.427.7134.

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