

a child is waiting...



National
Adoption
Campaign

PHOTOCOPY
PRESERVATION

**CHILDREN'S
ACTION
NETWORK**

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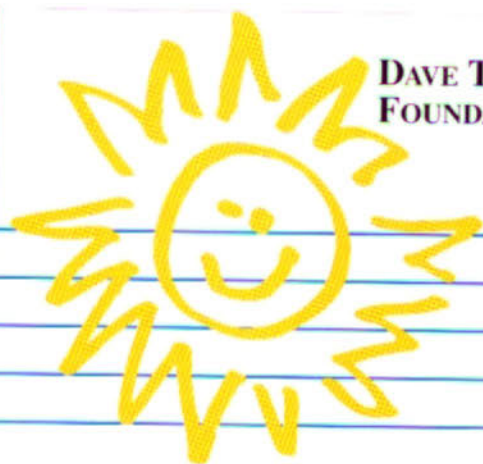
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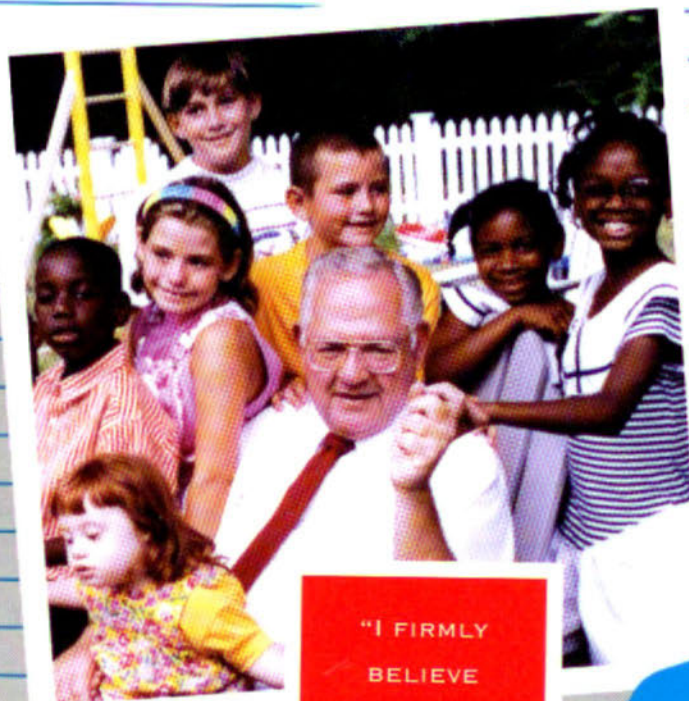
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DAVE THOMAS
FOUNDATION FOR ADOPTION



"I FIRMLY
BELIEVE
THAT EVERY
CHILD DESERVES
A HOME AND
LOVING FAMILY"
- DAVE THOMAS





THE CHILDREN'S ACTION NETWORK

FOUNDERS

Kate Capshaw & Steven Spielberg
Nancy Daly Riordan
Robert A. Daly
Leslie & Mark Johnson
Diana Meehan & Gary Goldberg
Lorraine & Sid Sheinberg
Stacey & Henry Winkler

FAMILY OF FRIENDS

Marilyn & Alan Bergman
Lorraine Bracco & Edward James Olmos
Thomas Carter
Kelly Chapman & Ron Meyer
Barbara & Marvin Davis
Kim Delaney & Alan Barnette
Laura Dern
Patricia Duff
Debra Farentino & Gregory Hoblit
Sally Field
Nancy Holt Ganis & Sid Ganis
Whoopi Goldberg
Lynda & Peter Guber
Susan & Ted Harbert
Susan Harris & Paul Junger Witt
Carole & Barry Hirsch
Cindy & Alan Horn
Carole & Jerry Isenberg
Marilyn & Jeffrey Katzenberg
Helen & Kenneth Kleinberg
Cindra & Alan Ladd
Christine Lahti & Thomas Schlamme
Lyn & Norman Lear
Patti & Mike Marcus
Irena & Mike Medavoy
Judy & Michael Ovez
Rhea Perlman & Danny DeVito
Donna & Joe Roth
René Russo & Dan Giltroy
Jane & Jerry Semel
Nancy & Martin Short
Jimmy Smits
Rosalie Swedlin & Robert Cort
Heather Thomas & Skip Brittenham
Jamie & Steve Tisch
Christy Welker & Jeff Sagansky
Marsha & Robin Williams
Rita Wilson & Tom Hanks
Alfre Woodard & Roderick Spencer
Lili & Richard Zanuck
Mary Ellen & Robert Zemeckis
Marcia & Ken Ziffren

ADVISORS

T. Berry Brazelton, MD
Harvard Medical School

James Comer, MD
Yale University Child Study Center

Marian Wright Edelman
Children's Defense Fund

The Children's Action Network (CAN) was founded in 1990 by leaders in the entertainment industry to harness the power of the entertainment media on behalf of children. By mobilizing the Hollywood community and marshalling the immense power of television and film, CAN informs the public about the needs of children and reaches millions of people with examples of concrete actions individuals can take to make a difference in children's lives. This year, CAN is undertaking several campaigns and projects to address issues facing children in America.

NATIONAL ADOPTION CAMPAIGN

More than 110,000 children nationwide are languishing in foster care despite being available for adoption. The purpose of the National Adoption Campaign is to call the public to action and to increase social and organizational capacity to support prospective adoptive families throughout the adoption process.

The Campaign consists of four major components designed to reach out to prospective adoptive parents, child welfare and adoption agencies, support services providers and national and grassroots organizations. The components include a one-hour **television special that will air December 23rd on CBS** to kick off the campaign in the coming year; **continuing media outreach** involving local news and morning shows, PSAs, distribution of educational materials and publicity on the World Wide Web; **national and local organizing**; and **support teams**, consisting of social workers, psychologists, clergy members and others to assist local agencies, parents and children in the adoption process.

GUIDELINES FOR CHILDREN'S EDUCATIONAL TELEVISION

In response to the new FCC rules requiring three hours a week of children's educational programming, CAN is working with a group of children's television executives and producers, as well as experts in the field of child development, to create guidelines for developing quality children's educational television. *Building Blocks: A Resource Guide for Creating Children's Educational Television* was created to serve as a tool for the creative community when developing children's educational programs, station broadcasters when ordering shows, and for parents, advocates and other consumers when evaluating the programs.

TEEN SMOKING INITIATIVE

3,000 teens start smoking everyday. 1,000 of these kids will die from tobacco-related diseases. In an effort to curb teen smoking, CAN is undertaking efforts to use the media to educate young children and teens about the dangers of smoking.

CAN is working within the creative community to encourage responsible on-camera tobacco messages. Leaders in the entertainment industry, including the Screen Actors Guild, the Directors Guild and the Writers Guild are partners with CAN in this effort.

HUNGER CAMPAIGN / KIDS CAFES™

CAN is now engaged in a campaign to address the quiet crisis that is facing 12 million children in this country--hunger. Unless steps are taken to combat childhood hunger, these children will not get the food they need to grow, to perform in school, and to become healthy, productive adults.

In partnership with the Los Angeles Regional Foodbank, CAN launched our first Kids Cafe at the Mar Vista Family Center in November 1996 and opened our second Kids Cafe in November 1997 at the Boys & Girls Club of Venice to feed children who would otherwise go without a meal. Our two Kids Cafes provide more than 700 free, hot meals to hungry children every week--35,000 every year. In addition, the campaign will raise awareness about hunger through public service announcements, create a Freedom from Hunger Week to encourage citizens to take action within their communities, and expand the Kids Cafe program to areas throughout the Los Angeles area.

CLEARINGHOUSE ON CHILDREN'S ISSUES FOR THE ENTERTAINMENT INDUSTRY

Television is America's primary source of news and information. Polls show that more than 92 million U. S. households, or 98% of all homes, own television sets. Americans tune into television for more than seven hours a day. Television is undeniably a force in shaping values, as well as behaviors. For example, after a "Happy Days" episode in which the Fonz applies for a library card, libraries nationwide reported that memberships increased by 500%. In addition, a recent poll surveying viewers of "ER" found that 53% of regular viewers said they learned about important health care issues from the program.

In our primary role as a clearinghouse on children's issues, CAN has assisted television and film writers in researching topics varying from child custody cases to teen suicide. The projects range from "ER," "Nash Bridges," "Baywatch," and "Picket Fences" to the hit film "It Takes Two" and an Oprah Winfrey special on Poverty and Hunger. In conjunction with the Writers Guild of America, West, CAN distributes recent news articles to over 2,000 writers, producers, and directors, keeping the entertainment industry informed on children's issues.

In order to encourage the incorporation of children's issues in television and film, CAN sponsors an ongoing series of educational briefings for the entertainment industry. Past briefings have addressed issues such as health care, prenatal substance abuse, and lead poisoning and featured nationally recognized children's experts including T. Berry Brazelton, M.D., Marian Wright Edelman, Secretary of Health and Human Services Donna Shalala and First Lady Hillary Rodham Clinton.

11/99

Los Angeles Times

TUESDAY
NOVEMBER 17, 1998

He Works to Create Happy Days for Kids

By HENRY WINKLER
SPECIAL TO THE TIMES

The future of our city, our state and our country rests in very little hands.

It is amazing to me that we, the greatest country in the world, are so disrespectful to our children.

My wife, Stacey, and I had worked with children at risk for several years here in Los Angeles when the idea was born to create an organization that would use the best talents of our industry to meet the needs of the children of our country.

The Children's Action Network was founded in the back dining room of an Italian restaurant on 26th Street, right here in L.A., that no longer exists. It was founded appropriately enough by families with children. Families who were fortunate enough to be able to give their kids what they needed in order to become caring, functioning, productive citizens... yet, at the same time, understood and felt the need to give the same support to the children in our community who, for whatever reason, would not have the same opportunities.

We knew there was no better way to reach and motivate the public to work on behalf of children than through television and the movie theaters.

Early in the run of "Happy Days," the Fonz and Richie went to the local library to meet some girls. During the episode, the Fonz took out a library card. As a result of that simple gesture, registration for library cards went up 500% around the country.

It became clear to us that we could turn that kind of influence into something positive for children. Our vocations enabled us to be the perfect advocates.

How does Children's Action Network work? Simple. We all go to writers and producers and suggest guidelines on children's issues that they can incorporate into prime-time shows. We suggest guidelines for educational children's television programs. We undertook a national campaign to make sure that kids across the country were immunized.

When the network started, America was facing a measles epidemic. Children were needlessly dying from a preventable disease. At our first meeting, we were astounded to learn that a child in Cuba or Colombia had a better chance of being immunized than children in the USA.

So Kate Capshaw and Steven Spielberg, Bob Daly, Lorraine and Sid Sheinberg, Nancy Daly, Lezlie and Mark Johnson, Diana Meehan and Gary Goldberg, and Stacey and I traveled to Washington, D.C., to launch the network's immunization campaign with then Surgeon General Antonia Novella.

We asked our friends Robin Williams, Whoopi Goldberg, Jimmy Smits and Bill Cosby to appear in public service announcements urging parents to get their babies immunized. We asked the studios to give us facilities. We asked our friend Bob Zemeckis to direct the PSAs. We asked the movie theaters and TV networks to air them. We asked drug companies and pediatricians to help build coalitions everywhere to make sure parents were having their kids immunized.

And the wonderful thing was, everyone said yes!

As a result, 200,000 kids were immunized for free, with the coalition still hard at work.

Emboldened by our success, we turned our attention to another nationally devastating problem: childhood hunger. There are 12 million hungry children in America; 500,000 of them are right here in Los Angeles.

How can our children grow, concentrate and learn if they are always hungry, always fantasizing about a meal? Our children's futures are built on a foundation of food.

And that brings me to our Kids Cafes, the network's partnership with Los Angeles Regional Food Bank. The goal of the Kids Cafes is to provide free, wholesome meals

for hungry children in a warm and safe environment, with some tutoring thrown in.

My most difficult task so far was standing between 100 children and a stunning feast of turkey, mashed potatoes, carrots, stuffing and dessert at the kickoff of our second Kids Cafe last November at the Boys & Girls Club in Venice. But my view was great, 100 eager little faces waiting for me to stop talking so they could eat, all while feeling cared for and remembered. Fortunately, I had powerful company with me—Kim Delaney, Christine Lahti, Kate Capshaw, Rhea Perlman.

Last November I helped serve the kids a meal. This month, I'll be reading stories at the Kids Cafe as part of our new program. We want to encourage the kids to read for fun; so once a month, we serve a special meal and we ask our celebrity friends to read their favorite book. We create a delicious party to celebrate reading.

There are now two Los Angeles Kids Cafes in operation, providing more than 400 meals every week, or more than 20,000 every year. We hope to add two more next year and two more the year after that. We won't stop until every child in Los Angeles goes to bed with a full stomach.

What issue will we tackle next? Adoption. Finding nurturing, safe homes for kids who don't have one. We'll keep you posted.

I'll keep asking my friends and speaking out to my neighbors until we've taken care of our children. In the nonprofit industry, your voice is never silent; you waste no opportunity, your hand is always out, hopefully, filling those little hands with a future.

Henry Winkler can be seen in the film "The Waterboy," co-starring Adam Sandler and Kathy Bates. He also is executive producer of "The Deadman's Gun," airing on Showtime, and "So Weird," airing on the Disney Channel.

Children in crisis



Action group uses TV to spotlight issues of youth

By Laura Accinelli
STAFF WRITER

Here are the facts:

- One in five children in the United States lives below the poverty level;
- The U.S. ranks behind 19 other nations in infant mortality;
- Half a million children are homeless, 150,000 in California alone;
- Almost 13 million children have no health insurance;
- The U.S. has the third lowest immunization rate in the Western Hemisphere.

"I'd say children in this country are in crisis, yes," says Jennifer Perry, director of Santa Monica-based Children's Action Network.

"Children's issues connote everything — homelessness, education, health care, lead poisoning, drugs, abuse, AIDS," Perry says.

Founded a little more than a year ago by six families in the entertainment industry, Children's Action Network works to use the power of the media to raise the profile of children's issues.

It recognizes that one episode of, say, "Knots Landing" reaches millions of people. Remember, when The Fonz applied for a library card in an episode of "Happy Days,"



Henry Winkler, Jack Valenti and Kate Capshaw are just a few of the national celebrities and leaders who help bring children's issues before the public.

public libraries were deluged the next day.

The group also sponsors events or programs that directly affect children. It mobilized the Hollywood community and launched a yearlong national campaign to get children immunized against such childhood diseases as measles and whooping cough. By National Immunization Week in September, 100,000 children had

been immunized and Congress had passed the largest-ever increase in funding for immunization.

"We wanted to find a way to use our attachments to the entertainment industry to promote the cause of children in general, transcending all of our individual issues," says Nancy Daly, who has long worked with abused children and the MacLaren's Children's Center. Her husband, Bob, is

president and CEO of Warner Bros.

Lezlie Johnson (wife of Mark Johnson, producer of Barry Levinson's films), actress Kate Capshaw and Lorraine Sheinberg (wife of Universal Studios head, Sidney Sheinberg) are closely involved with the Westside Children's Center. Also, Capshaw and Steven Spielberg are foster parents.

Along with two other families recognized for their advocacy of children, Stacey and Henry Winkler and Diana Meehan (a founder of USC's Institute for the Study of Women and Men) and producer Gary Goldberg, the group has solicited time and money from the entertainment industry. It's become a resource providing writers and producers with both background and viewpoint and also taps talent for public service announcements.

"We wanted to work cooperatively on issues the media could really have an impact on," Daly says.

There are, of course, more facts about the plight of American children:

- In 1990 2.5 million children were reported abused or neglected — an increase of 147 percent since 1979;

- More than 500,000 children drop out of school each year;

CHILDREN/C2

'Children's issues connote everything — homelessness, education, health care, lead poisoning, drugs, abuse, AIDS' — Jennifer Perry.

■ Every day 135,000 children bring guns to school;

Witness the trickle-down effect in the statistic that one in every five girls bears a child before the age of 20. More than half of pregnant teenagers fail to see a doctor or visit a clinic during the first months of pregnancy.

Babies of adolescent mothers are three times more likely to be born at low birth rate. Babies of low birth rate are 20 times more likely to die in infancy and three times more likely to be blind, deaf or retarded.

Costs high

Prenatal care for a healthy pregnant woman for nine months costs \$600; the price of medical care for an extremely premature baby is \$2,500 a day.

"Let's say for instance in a TV show someone offers a pregnant woman a drink. If she says, 'I can't drink, I'm pregnant,' we get across a message about fetal alcohol syndrome that probably wouldn't be as effective other ways," Daly says.

Director Perry and an assistant work with script writers to depict graphically and accurately the life of a runaway, the experience of a child taken from his parents, the difficulties and rewards of being a foster parent.

Last year the organization arranged a field trip to the neonatal and pediatric wards of King Drew Medical Center so that TV writers could see for themselves what happens when mothers and children don't get adequate medical care. More recently they watched as a 4-year-old boy sat alone in Dependency Court and saw his parents for the first time in four days.

Face-to-face

"It's the most effective way to put someone face-to-face with the issues," Perry says.

Writers who learn the facts then educate the public by the realistic portrayal of issues affecting children — contrary to Hollywood's traditional if unintentional whitewash of daily life.

The Children's Action Network works along the same lines as Environmental Media Associates, founded two years ago, also by people connected to entertainment. This fall the Culver City-based group was honored by the White House for its work on behalf of the environment.

Getting through to children, however, takes more than sending positive messages about caring for Mother Earth.

"Children are complex. It's not a matter of, 'OK everybody, recycle your bottles,'" Perry says.

For example, one issue of interest is foster parents, often viewed negatively. It struck Perry that Melissa on "thirtysomething" would be a good role model for a single mother who became a foster parent. Writers on the show worked with Perry to adopt the story line, but unfortunately, the show was canceled this season. However, one of the "Golden Girls" will become a foster mother this season.

Last season on "Knots Landing" a continuing story line involved Jason Lochner, a character

abused by his parents, removed from their care and placed into Mac and Karen's home.

"It dealt with everything from what number to call for intervention to what the courtroom looked like to what problems foster parents face," Perry says.

Perry, 31, is used to dealing with things both big and small. Long a special-projects aide to Sen. Alan Cranston, D-Calif.,

she once intervened at U.S. Customs on behalf of a part for a boiler in Fresno (succeeded). Another time she tried to convince the FAA that planes flying over Barbra Streisand's house during a 1986 fund-raiser would be a security risk (failed).

Before she joined Children's Action Network she oversaw Norman Lear's charitable giving as Act III's director of public affairs. The national immunization

campaign funded by the studios and pharmaceutical companies was Perry's first big project on the new job.

In the U.S. in 1983 there were 1,500 reported cases of measles, a childhood disease virtually eradicated by immunization. In the past two years, however, there have been 46,000 cases, along with a similar resurgence in whooping cough.

Children's Action Network worked with the American Academy of Pediatrics and formed a coalition across the country with national and local groups such as Junior Leagues, Kiwanis clubs, community health organizations. Clinics increased staff and extended hours into evenings and weekends so that parents could drop in with their children. Bill Cosby, Whoopi Goldberg, Kate Capshaw, Robin Williams and Jimmy Smits made public service announcements seen on TV and in 4,000 movie theaters across the country.

"Sure, pediatricians advise parents about shots — if you have a pediatrician," Perry says. "That's the point."

The Reliable Source

Standing and Delivering

Diana Ross is expected with all five of her children. Rosie O'Donnell plans to bring her son, and so does Kim Delaney. Iman is supposed to show, maybe with her husband, David Bowie. "Stand for Children" organizer Marian Wright Edelman has been firm in prohibiting politicians from speaking at the massive demonstration Saturday at the Lincoln Memorial, but what's a modern march without celebrities?

The Hollywood Women's Political Committee and the Children's Action Network have organized a delegation of 80 folks, including actors Edward James Olmos, Lynn Whitfield and Malik Yoba. They're meeting with first lady Hillary Rodham Clinton in a Mayflower Hotel reception tonight and with Edelman at a breakfast briefing tomorrow.

At tomorrow's rally, after a march across Memorial Bridge from Virginia, singer Melissa Manchester and 11-year-old actor Bobby E. McAdams II of "Minor Adjustments" will host the youth stage at the Lincoln Memorial.

Comedians Paula Poundstone and O'Donnell literally will stand up—and tell jokes—at a Kennedy Center fund-raiser tonight. Poundstone, 36 and single, is in the trenches every day—she has two foster children, 5 and 2. "I wanted to do something that had real significance," she explained in a phone interview yesterday. "I had six cats, and they are nice cats and everything, but I thought I had a lot of energy to give. I was wrong, as it turned out. I didn't have a fraction of what I needed."



FILE PHOTOS

In line to Stand for Children, from top, Ross, McAdams, Poundstone, Olmos.

JUDSEN CULBRETH

Editor-in-Chief, Scholastic Parent & Child and Early Childhood Today

BIOGRAPHY

JUDSEN CULBRETH is Editor-in-Chief, Scholastic Parent & Child and Early Childhood Today. She directs two leading publications for parents and early childhood professionals, *Scholastic Parent & Child*, which reaches more than 4 million parent readers, and *Early Childhood Today*, which serves over 250,000 teachers and child care center directors nationwide.

Culbreth also manages the development of new Internet and print-based programs, expanding Scholastic's educational initiatives, products and services directed towards parents and caregivers.

A noted advocate for parents, Culbreth has made hundreds of television appearances on programs including "MacNeil/Lehrer NewsHour," "CBS Evening News," "Dateline," "Prime Time Live," and is a frequent guest on PBS's "To the Contrary," MSNBC and CNN. In 1995, she was named the "TODAY" Show's first-ever Work/Family Contributing Editor.

Before joining *Scholastic*, Judsen Culbreth was Editor-in-Chief of *Working Mother Magazine* for ten years and the Executive Editor of *Redbook Magazine* for five years. Prior to that, Culbreth held editorial positions at *Mademoiselle*, *Ladies' Home Journal* and *Seventeen* magazines.

Culbreth serves on the Board of Directors of the Child Care Action Campaign and was a member of the U.S. Department of Education's 1998 steering committee for *America Goes Back To School*. She was a spokesperson for the Family and Medical Leave Act, testified at Congressional hearings in Washington, DC and was a featured speaker at conventions of the National Association for the Education of Young Children, the Child Care Action Campaign and the National Association for Work Life Professionals.

Culbreth, a former *Glamour* magazine Top Ten College Woman, graduated from the University of South Alabama. She is the mother of two teenaged children.

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*For finding your mother,
There's one certain test.
You must look for the creature
Who loves you the best.*

Scholastic Announces The Joyous Arrival Of The Latest Addition To Master Storyteller David Kirk's Miss Spider Series

LITTLE MISS SPIDER

Written and Illustrated by David Kirk

Scholastic is pleased to announce the Fall arrival of an adorable baby arachnid: **Little Miss Spider** (Scholastic/Callaway & Kirk; October 1999; \$12.95; Ages 4-7) written and illustrated by David Kirk. Ingenious storyteller and artist Kirk takes readers back to the day Miss Spider was born and creates a vibrant and sweet adoption story that is sure to warm the hearts of her fans everywhere.

With brothers and sisters scooting all around, Miss Spider pops out of her egg, but her mother is nowhere to be found. She sets out in search of her mother, and after many adventures, Miss Spider learns a most valuable lesson - that a mother's love can come from many sources. Luckily for Miss Spider, kind and caring Betty the Beetle is there to fill the role.

Told through David Kirk's simple verse and brilliant oil paintings, **Little Miss Spider** will no doubt touch the hearts of readers young and old.

David Kirk has earned legions of fans for his inventive illustrations and humorous tales in his Miss Spider books. He is currently working on two feature-length animated films: one based on Miss Spider, the other on his new character in the recently released *Nova's Ark*. He lives in the Finger Lake region of New York, with his daughter, Violet.

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(614) 764-3413

**FIRST LADY HILLARY RODHAM CLINTON HOSTS LAUNCH OF
THE NATIONAL ADOPTION CAMPAIGN AT THE WHITE HOUSE ON
MONDAY, DECEMBER 20**

**CHILDREN'S ACTION NETWORK AND DAVE THOMAS FOUNDATION
FOR ADOPTION TEAM UP ON A NEW CAMPAIGN TO RAISE PUBLIC
AWARENESS ON
THE ISSUE OF ADOPTION**

WASHINGTON D.C. (December 1999) – The Children's Action Network (CAN) along with Dave Thomas Foundation for Adoption (DTFA) have joined together to launch the National Adoption Campaign which is committed to raising awareness about the 110,000 children in this country waiting for a permanent home. The kick-off event, scheduled on Monday, December 20 at 3:00PM at The White House will feature adoptive families and children, Rene Russo, Brian McKnight, Dave Thomas, and First Lady Hillary Rodham Clinton. A partnership of Children's Action Network and the Dave Thomas Foundation for Adoption, the Campaign will be a three-year effort to raise awareness about the joys of adoption and encourage the public to respond to the needs of waiting children.

Mrs. Clinton's participation in this event builds on her efforts to reform the nation's foster care system and to promote adoption. The First Lady played an important role in legislative reform, and was central to the passage of the Adoption and Safe Families Act of 1997.

As Steven Spielberg and Kate Capshaw said in "A HOME FOR THE HOLIDAYS" a CBS television special on adoption, "Children in foster care move from home to home, from parent to parent, and from school to school. They want the same things every child wants — stability, a bedtime story, a forever family. We created a forever family. We're adoptive parents. And we've been blessed in ways we could never have imagined."

"This television special will help all Americans discover the joys of adoption," said Dave Thomas, founder of Wendy's Hamburgers, "I was adopted and I know how important it is to have a loving family. Every child deserves a permanent home."

*Committed
to raising
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waiting for
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home.*

a program of

Children's Action Network
10951 West Pico Blvd.
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Dave Thomas Foundation for Adoption
4288 W Dublin-Granville Rd.
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The Campaign centerpiece is a special entitled "A HOME FOR THE HOLIDAYS" that CBS will air on Thursday, December 23, 1999 at 8:00PM (EST/ PST). The special is co-presented by Children's Action Network and the Dave Thomas Foundation for Adoption, and produced by Triage Entertainment and Goldsmith Entertainment. Told through the personal narratives of five different American families, "A HOME FOR THE HOLIDAYS" explores the stories of single parent adoptions, older child and sibling adoptions. Celebrities, such as child advocates Rene Russo, Andy Garcia and Morgan Freeman and adoptive parents Steven Spielberg and Kate Capshaw, will present these stories while others will share the perspective of being adopted themselves. The hour will also include special musical performances by Stevie Wonder, LeAnn Rimes, Brian McKnight and 'N Sync.

As Scott Hamilton said in "A HOME FOR THE HOLIDAYS," "The most important day of my life wasn't the day I won the Olympic gold medal. The most important day of my life was the day I was adopted by two incredible people. As far back as I can remember, I knew I was adopted. And I also knew that being adopted meant I was special because, as my mom always said—I was chosen."

Children's Action Network (CAN) was founded in 1990 by leaders in the entertainment industry to harness the power of the entertainment media on behalf of children.

The Dave Thomas Foundation for Adoption was established in 1992 by Wendy's Restaurant Founder Dave Thomas. Recently Dave Thomas, along with U.S. Postmaster General Bill Henderson, unveiled a postage stamp celebrating adoption. The stamp will be issued next May.

Triage Entertainment, formed in 1997, is the producer of numerous award-winning original series and specials for network, cable and first-run syndication, including CBS, NBC, ABC, UPN, HBO, Lifetime, Disney Channel and Showtime.

Goldsmith Entertainment, under the aegis of producer Karen Mack, has produced television and film projects ranging from the Emmy and Golden Globe-winning television movie, "One Against the Wind," to the critically acclaimed ABC movie-of-the-week, "Dalva," to feature films for directors such as Martha Coolidge and Phil Alden Robinson.

#



National
Adoption
Campaign

NATIONAL ADOPTION CAMPAIGN

A partnership of Children's Action Network and Dave Thomas Foundation for Adoption

MISSION STATEMENT

The National Adoption Campaign is a three-year partnership of the Children's Action Network and the Dave Thomas Foundation for Adoption committed to raising awareness about the joys of adoption and encouraging the public to respond to the needs of waiting children. The Campaign will utilize the expertise of the two organizations to:

- I) reach a broad audience using innovative techniques to highlight the fact that there are more than 110,000 children nationwide who are available for adoption,
- II) call the public to action to find permanent, loving homes for these children, and,
- III) streamline the system to support prospective families throughout the adoption process.

We have designed our goals and strategies to accommodate new partnerships throughout the three-year life of the campaign.

GOALS

- ❖ Raise awareness and educate the American public about the need for permanent, loving homes for 110,000 children
- ❖ Find permanent, loving homes for 110,000 children who are ready and waiting to be adopted through innovative partnerships with the public and private sector.
- ❖ To streamline the system to support prospective families and children throughout the adoption process

STRATEGY

- Utilize the expertise of the partners through traditional and innovative methods of media, publicity, and advertising
- Involve the public and private sector partners in an effort to advocate for effective and efficient adoption policies and practices
- To decrease the number of times children move from foster home to foster home and the number of years they wait in the system
- To increase the support network and services for adoptive families
- To provide tools and training to broaden the system's outreach and efficiency

*Committed
to raising
public
awareness
about the
110,000
children in
this country
waiting for
a permanent
home.*

a program of

Children's Action Network

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Dave Thomas Foundation for Adoption

4288 W Dublin-Granville Rd.
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TACTICS

- One hour television special
- Public Service Announcements
- Broad distribution of 100,000 brochures
- Issuance of a United State Postal Service National Adoption Stamp in 2000
- Recruitment of high profile national corporate marketing partners
- Posters in all Wendy's stores, pediatricians' offices, adoption organization offices
- Document community adoption success stories
- Encourage a national Court Appointed Special Advocates (CASA) guardian program for adoption
- Increase corporations and public and private employers offering adoption benefits
- Challenge communities to implement innovative adoption strategies
- Replicate nationally the Los Angeles County Adoption Saturdays
- Encourage passage of innovative adoption legislation on the state and federal level
- Utilize actuarial tools to depict the real savings measured in financial and human potential terms



National
Adoption
Campaign

ADOPTION FACTS

- ◆ More than 110,000 children in the United States are legally free to be adopted.
- ◆ The median age of a waiting child is 8.6 years old.
- ◆ About half of the children in foster care are African American, 12% are Hispanic, and the remainder are white or other minority groups.
- ◆ Many of the children waiting to be adopted have "special needs" – which means the children may be older, siblings who wish to stay together, ethnic minorities or children with disabilities.
- ◆ November is National Adoption Month in North America.
- ◆ Adopted children grow up to be high achieving adults, many community and business leaders were adopted as children: from former President Gerald Ford to entertainer Sarah MacLachlan to ice skater Scott Hamilton. Dave Thomas, founder of Wendy's Old Fashioned Hamburgers Restaurants, is another adoptee who has dedicated much of his time to supporting the cause of adoption.
- ◆ On December 23 at 8 pm EST/PST, CBS will air "A Home for the Holidays", a special supported by Wendy's International, the Dave Thomas Foundation for Adoption, and Children's Action Network to promote adoption awareness.
- ◆ Steps are being made to make adoption an easier process. The Adoption and Safe Families Act, passed by Congress in 1997, mandates changes to state's adoption policies to decrease the amount of time children wait in foster care. Most states are now enacting changes to their adoption system to address the Act, which will ultimately make even more children available for adoption.

*Committed
to raising
public
awareness
about the
110,000
children in
this country
waiting for
a permanent
home.*

(Provided by the National Adoption Center, 1999)

a program of

Children's Action Network

10951 West Pico Blvd.
Los Angeles, CA 90064
800.525.6789

Dave Thomas Foundation for Adoption

4288 W Dublin-Granville Rd.
Dublin, OH 43017
614.764.8454

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The National Adoption Campaign

is a partnership of Children's Action Network and Dave Thomas Foundation for Adoption.

If you have any questions or need additional materials, please call Children's Action Network at **800.525.6789** or Dave Thomas Foundation for Adoption at **614.764.8454**

Adoption Resource Index

National Adoption Center
800.862.3678 (toll-free)

Children Awaiting Parents
716.232.5110

To learn about adopting waiting children. For pictures of the children, log on to the "Faces of Adoption" website at www.adopt.org.

National Adoption Information Clearinghouse
888.251.0075 (toll-free)

For free and inexpensive fact sheets that can answer most commonly asked questions about adoption.

North American Council on Adoptable Children
651.644.3036

To connect with parent support groups and to find local experts.

National Adoption Assistance, Training, Resource and Information Network
800.470.6665 (toll-free)

For information on federal and state financial assistance programs.

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**National
Adoption
Campaign**

*A
child is
waiting...*

Clinton Library Transfer Form

Case #, if applicable		Accession #		
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Lissa Muscatine	
Subgroup/Office of Origin	First Lady's Office	Subseries		
Folder Title	Background - Adoption: National Adoption	OA Number	20078	Box Number 1
Description of Item(s)	Slide image showing a blonde woman singing in front of a choir. Stored in AV regular storage on 12-5-4-7			

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Time in and celebrate the magic of home and family during this wonderful holiday season!

A Home for the Holidays

Thursday, December 23, 1999, 8:00 pm EST/PST on CBS



Join us as we celebrate the joys of adoption
with music, entertainment
and heartwarming family stories!



Thursday, December 23, 1999, 8:00 pm EST/PST on CBS

Candice Bergen	Roy Lott	Henry Winkler
Kate Capshaw	Rhea Perlman	Brian McKnight
Morgan Freeman	Rene Russo	LeAnn Rimes
Andy Garcia	Steven Spielberg	X-Sync
Scott Hamilton	Dave Thomas	Stevie Wonder



PHOTOCOPY
PRESERVATION



FOR IMMEDIATE RELEASE:

FOUNDERS

Kate Capshaw & Steven Spielberg
Nancy Daly Riordan
Robert A. Daly
Lezlie & Mark Johnson
Diana Meehan & Gary Goldberg
Lorraine & Sid Sheinberg
Stacey & Henry Winkler

Bumble Ward or BeBe Lerner
Bumble Ward & Associates
(323) 655-8585

Jennifer Perry
Children's Action Network
(310) 470-9599

FAMILY OF FRIENDS

Marilyn & Alan Bergman
Lorraine Bracco & Edward James Olmos
Thomas Carter
Kelly Chapman & Ron Meyer
Barbara & Marvin Davis
Kim Delaney & Alan Barnett
Laura Dern
Patricia Duff
Debrah Farentino & Gregory Hoblit
Sally Field
Nancy Hult Ganis & Sid Ganis
Whoopi Goldberg
Lynda & Peter Guber
Susan & Ted Harbert
Susan Harris & Paul Junger Witt
Carole & Barry Hirsch
Cindy & Alan Horn
Carole & Jerry Isenberg
Marilyn & Jeffrey Katzenberg
Helen & Kenneth Kleinberg
Cindra & Alan Ladd
Christine Lahti & Thomas Schlamme
Lyn & Norman Lear
Patti & Mike Marcus
Irena & Mike Medavoy
Judy & Michael Ovitz
Rhea Perlman & Danny DeVito
Donna & Joe Roth
René Russo & Dan Gilroy
Jane & Terry Semel
Nancy & Martin Short
Jimmy Smits
Rosalie Swedlin & Robert Cort
Heather Thomas & Skip Brittenham
Jamie & Steve Tisch
Christy Welker & Jeff Sagansky
Marsha & Robin Williams
Rita Wilson & Tom Hanks
Alfre Woodard & Roderick Spencer
Lili & Richard Zanuck
Mary Ellen & Robert Zemeckis
Marcia & Ken Ziffren

Denny Lynch
Wendy's/Dave Thomas Foundation
(614) 764-3413

"A HOME FOR THE HOLIDAYS"
A SPECIAL HOUR OF TELEVISION AIRING
THURSDAY, DECEMBER 23 ON CBS
WITH STEVEN SPIELBERG, KATE CAPSHAW, RENE
RUSSO, MORGAN FREEMAN, WENDY'S FOUNDER
DAVE THOMAS AND MUSICAL PERFORMANCES BY
STEVIE WONDER, LEANN RIMES, BRIAN MCKNIGHT
AND 'N SYNC

ANDY GARCIA, CANDICE BERGEN, SCOTT HAMILTON AND
RAY LIOTTA TO PRESENT STORIES OF ADOPTION;
TV SPECIAL PRESENTED BY
DAVE THOMAS FOUNDATION FOR ADOPTION AND
CHILDREN'S ACTION NETWORK

LOS ANGELES (December 1999) – As most Americans prepare to celebrate with their families this holiday season, more than 110,000 children and young adults across the nation – all waiting to be adopted – will have no such plans. They don't have plans because they do not have a permanent home. They are waiting to be adopted by a loving family. In an effort to raise awareness about the issue of adoption and to tell the stories of children who are no longer waiting, CBS will air "A Home for the Holidays" on Thursday, December 23, 1999 at 8:00 PM (EST / PST). The special is co-presented by the Dave Thomas Foundation for Adoption and Children's Action Network, and produced by Triage Entertainment and Goldsmith Entertainment.

ADVISORS

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A Project of The Tides Center

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Children's Defense Fund

10951 West Pico Boulevard Los Angeles, California 90064 Phone 310 • 470 • 9599 Fax 310 • 474 • 9665

Bringing together many of America's best known entertainment and social figures, as well as some extraordinary American citizens, "A HOME FOR THE HOLIDAYS," looks at the joys, rewards and success stories of adoption, one of the nation's under-reported social crises.

Told through the personal narratives of five different American families, "A HOME FOR THE HOLIDAYS" will explore the stories of "instant families," single parent adoptions, and older child adoptions. Celebrities, such as child advocates Rene Russo, Andy Garcia and Morgan Freeman and adoptive parents Steven Spielberg and Kate Capshaw, will present these stories while others will share the perspective of being adopted themselves. The hour will also include special musical performances by Stevie Wonder, LeAnn Rimes, Brian McKnight and 'N Sync.

"This television special is an opportunity for all Americans to discover the joys of adopting children," said Dave Thomas who was adopted himself, founder of the Wendy's Old Fashioned Hamburgers Restaurants, which is co-presenting the special as part of the company's commitment to family television programming. "I hope this special motivates more people to consider adoption, that is our goal. Every child deserves a loving permanent family."

"This special is about the hundreds of thousands of children and young people who are looking for a family to call their own and to celebrate the many success stories yet to come," stated Jennifer Perry, Executive Director of Children's Action Network, the special's co-presenter.

Children's Action Network (CAN) was founded in 1990 by leaders in the entertainment industry to harness the power of the entertainment media on behalf of children. The "A HOME FOR THE HOLIDAYS" special is part of CAN's National Adoption Campaign to raise awareness of the joys of adoption and to find homes for the children who are waiting.

The Dave Thomas Foundation for Adoption was established in 1992 by Wendy's Restaurant Founder Dave Thomas. Recently Dave Thomas, along with U.S. Postmaster General Bill Henderson, unveiled a postage stamp celebrating adoption. The stamp will be issued next May.

Triage Entertainment, formed in 1997, is the producer of numerous award-winning original series and specials for network, cable and first-run syndication, including CBS, NBC, ABC, UPN, HBO, Lifetime, Disney Channel and Showtime.

Goldsmith Entertainment, under the aegis of producer Karen Mack, has produced television and film projects ranging from the Emmy and Golden Globe-winning television movie, "One Against the Wind," to the critically acclaimed ABC movie-of-the-week, "Dalva," to feature films for directors such as Martha Coolidge and Phil Alden Robinson.

A HOME FOR THE HOLIDAYS

Roll-In Stories

The Douglas Family

"He's teaching and molding us at least as much as we are him," says Aaron Douglas of his 7-year-old son, Kevin. When Aaron and his wife Kim decided to adopt a child two years ago, they passed up the chance to adopt an infant because they really wanted to make a difference in the life of an older, harder-to-place child. In 1998, at an adoption fair in Los Angeles, the Douglas's saw 6-year-old Kevin sharing candy and helping with the younger children. Kim and Aaron say they fell in love right then and there watching Kevin interact with the world, and that their love for him only grows each day that he is in his new "forever" home.

Aaron and Kim Douglas
Los Angeles, CA

The Borie Family

Carolyn and Glenn Borie were already in the process of adopting a child in their hometown of Philadelphia when they turned on the television one day in 1995 and saw their future ... in the eyes of a little girl named Crystal. Crystal was appearing on a talk show about adoption and spoke briefly but desperately about her need for a family. The clip lasted less than a minute, but something inside the Bories told them Crystal was the child for them. When they contacted Crystal's agency, the Bories learned that the 9-year-old girl had an older brother and two younger sisters. But don't worry, a social worker said, the children could be split up and adopted separately. Well, the Bories did worry about breaking up these children in need – and so they decided to adopt all four. Having an instant family wasn't what the Bories had envisioned, but now they wouldn't have it any other way.

Carolyn and Glenn Borie
Philadelphia, PA

A HOME FOR THE HOLIDAYS

Roll-In Stories

The Anthony Family

The first time Beth Anthony saw 8-year-old Mike he was huddled under a table in the school cafeteria crying inconsolably. As a teacher in Charleston, South Carolina's poorest neighborhood, Beth was no stranger to children with emotional and developmental challenges, but something about Mike touched her in a way she had never been touched before. In his eyes she saw pain, disappointment, but also hope and potential.

When Mike's home burned down a few weeks later, it was Beth who offered to take the boy in for the night. When Mike's overwhelmed aunt told Beth the boy's mother had abandoned him and she had seven other children of her own, it was Beth who offered to keep Mike for a few weeks. And when Beth discussed Mike's dismal future with her husband Jimmy and children Tecla, 11, and Cain, 9, it was the whole family's decision to adopt Mike for a lifetime.

Beth and Jim Anthony
Charleston, SC

Amanda Burr

When Faith and Lawrence Burr adopted a little girl named Amanda, their hopes and dreams for their new daughter were simple. Like most parents, the Burrs wanted Amanda to be healthy, happy, and loved. And at age 19, Amanda is all of those things ... and a lot more. After watching Itzhak Perlman perform on *Sesame Street*, a 3-year-old Amanda asked her parents for a violin. From a very early age, she has proved to be a gifted musician and writer. So gifted, in fact that she has played violin at Lincoln Center and studies at the prestigious New England Conservatory of Music. Little did the Burrs know that when they held their young daughter in their arms, she would have a future ahead of her brighter than they ever dreamed.

Amanda Burr (prodigy)
Faith & L. Burr (parents)
Boston, MA

A HOME FOR THE HOLIDAYS

Roll-In Stories

The Robertson Family

In 1996, Deanna Robertson was a young, highly successful attorney who owned her own home and had a busy social life. Her friends and co-workers told Deanna she "had it all," yet in her heart Deanna knew that something was missing. That something was a child. Single and 32, with no "Mr. Right" on the horizon, Deanna thought it might be awhile before she could fulfill her dream of motherhood until she saw the faces of two little boys on the nightly news. Mario, 3, and Pierre, 4, had been abandoned by their mother, the report began, and had been in and out of four foster homes. Was there anyone watching that had a place in their hearts to adopt these two brothers? Deanna turned to her mother and said, "Mom those are your grandsons." Although her family and friends questioned Deanna's decision to adopt two children at once, now that the boys are part of the Robertson family, it's clear that Deanna's instinct was right. The boys are doing wonderfully -- happy, healthy, and loved by a mother who finally really does "have it all."

Deanna Robertson
Cleveland, OH

WEDNESDAY, NOVEMBER 10, 1999

Morning Report

ARTS AND ENTERTAINMENT REPORTS FROM THE TIMES,
NEWS SERVICES AND THE NATION'S PRESS.

TELEVISION

On the Joys of Adoption: With 110,000 children and teens across the nation waiting to be adopted, an hourlong CBS special, "A Home for the Holidays," will air Dec. 23 at 8 p.m. At a taping Saturday, child advocates Rene Russo, Henry Winkler, Ray Liotta, Andy Garcia, Morgan Freeman and adoptive parents Steven Spielberg and Kate Capshaw introduced various segments and musical performances by Stevie Wonder, LeAnn Rimes, Brian McKnight and 'N Sync. Told through the personal trials and triumphs of five American families, "A Home" explores the complexities of adoptive families, single-parent adoptions, empty-nester adoptions and adoptions of teens. Others share the challenges of being adopted themselves. "This television special is an opportunity for all Americans to discover the joys of adopting children," said Dave Thomas, founder of the Dave Thomas Foundation for Adoption, which is co-presenting the special with Children's Action Network.

Los Angeles Times

JUST FOR VARIETY

ARMY ARCHERD

GOOD MORNING: Steven Spielberg, Kate Capshaw, Rene Russo, Candice Bergen, Rhea Perlman, Ray Liotta, LeAnn Rimes, 'N Sync and more to come will be in front of the CBS cameras Nov. 6, taping a Dec. 23 special, "A Home for the Holidays." The goal of the special is to find adoptive homes for the thousands of children in foster care. The numbers are staggering: There are more than 110,000 children and young adults across the nation in foster care waiting to be adopted. There will be an 800 number that viewers can call if they are interested in giving one of these children a home. The special is exec produced by Karen Mack and Stu Scheinberger at Triage Ent. plus Goldsmith Entertainment. Jacqui Adler is producer, Glenn Weiss director. Sponsors include Wendy's Dave Thomas Foundation (he was adopted and gives bonuses to all his employees who adopt children) and Children's Action Network, whose exec director is Jennifer Perry. CAN was started by Spielberg, Capshaw, Nancy Daly Riordan and other celebs and it's a moving force behind the special ... Stories of compassion and commitment told through the personal trials and tribulations of five American families will be part of the event. Subjects include interracial adoptions, single adoptions, "instant families," yes, teenage adoptions as well. Child advocate Russo and adoptive parents Spielberg and Capshaw will introduce these stories. On Nov. 5, Capshaw and Spielberg are hosting the \$10,000-a-couple fundraiser for Hillary Clinton ("New York 2000") at Morton's.

DAILY VARIETY WEDNESDAY, APRIL 14, 1999

JUST FOR VARIETY

ARMY ARCHERD

GOOD MORNING: "Who would have thought I'd be in the movie and TV business? And it's a good business — I like it," says Nancy Daly (Mrs. Richard) Riordan. She's getting her first screen credit, as executive producer on "Bellyfruit," an 87 min. feature, an Independent Women's Artists Production. Former actress Kerri Lee Green co-wrote and directed, and she admits, "Nancy is our guardian angel." The pic preems for distribs Friday and Saturday at the DGA as part of the L.A. Independent Film Festival. It's the story of how three teenage girls — a Caucasian, black and Latina — cope with pregnancy. "It's heartbreaking," admits Nancy. The pic is a labor of love for all involved with many in the industry helping to make it happen. They include Nancy's ex-husband Bob Daly of WB, Dick Donner, who donated the unused film of "Lethal Weapon 4," plus many others in the biz. Nancy, a founding member of the Children's Action Network (along with the Gary David Goldbergs, Steven Spielbergs, Henry Winklers, Bob Dalys, etc.) is also working on how to get adoptive children out of foster care facilities. Nancy has also been instrumental in the development of Karen Mack's upcoming one-hour CBS special on adoption. Producer Mack says, "I came to see her (Nancy) and she put me in touch with the Children's Network. We hope to change the face of adoption in America." Les Moonves has put his support behind it, Wendy's a sponsor and Don Mischer will produce with Mack who says everyone on this CBS project, is also "doing it for charity" ... And today, I Am Your Child foundation founder Rob Reiner announces the online resource on early stages of child development. And movie tough guy Bruce Willis inaugurates that online service's ad campaign as he'll be seen on billboards around the country posing with a newborn baby. Showbiz cares about the future generation.

**SCHOLASTIC INC. TO COLLABORATE WITH
THE CHILDREN'S ACTION NETWORK
TO HELP RAISE AWARENESS ON ADOPTION ISSUES**

Scholastic Parent & Child and **Scholastic Early Childhood Today**, two leading publications for parents and early childhood professionals, announce a collaboration with The Children's Action Network (CAN), an organization which promotes adoption awareness issues through the use of the media and the entertainment industry. **Scholastic Parent & Child** reaches more than 4 million parent readers and **Early Childhood Today** serves over 250,000 teachers and child care center directors nationwide.

In talking of the initiative, Judsen Culbreth, Editor-in-Chief of **Scholastic Parent & Child** and **Early Childhood Today**, said: "Adoption is an important and crucial issue in our society. Working with The Children's Action Network, we will help parents and early childhood professionals become more aware of how to deal with the needs of adoptive children and their parents."

Parent & Child and **Early Childhood Today** are published by Scholastic Inc., the global children's publishing and media company.

KUVN-TV
Univision Center
2323 Bryan Street, Suite 1900
Dallas, Texas 75201
214-758-2300

Univision 23

December 19, 1999

Ms. Jennifer Perry
Children's Action Network

Via Facsimile

Dear Jennifer:

It is an honor to join you in this critical effort to find more adoptive homes for children in the welfare system. It has been a great joy for us to be part of the process in recruiting foster and adoptive parents.

We appreciate the opportunity granted to us to expose this major need to our community.

As you are already aware of, the initial response of our Hispanic viewers towards our on-air special on the need of Hispanic foster parents was tremendous. There is a large number of Latino children in need of a good nurturing home and there are an equal number of Latino families willing to provide a loving home.

Univision is committed to helping these children reach the realization of their dream, that of finding a permanent home. In fact, with our success in the Dallas/Fort Worth area, our fellow Texas Univision stations have begun rolling out their outreach efforts on this matter. We anticipate having the other Univision Television Group Stations to follow this coming year.

Please let us know how we can keep working with you on getting these children a home as quickly and successfully as possible.

Sincerely,



Becky Munoz Diaz

Vice President/General Manager

CANDICE CARPENTER, CEO OF IVILLAGE.COM JOINS CHILDREN'S ACTION NETWORK INITIATIVE TO RAISE PUBLIC AWARENESS ON ISSUE OF ADOPTION

WASHINGTON, DC, December 20, 1999—Candice Carpenter, adoptive parent and iVillage.com CEO has joined the Children's Action Network campaign on Adoption Awareness as co-chair of a special task force that will recruit corporations to include adoption benefits in employment packages. Carpenter will partner with Dave Thomas, CEO of Wendy's Hamburgers and founder of the Dave Thomas Foundation for Adoption, which is collaborating with the Children's Action Network on the newly announced awareness initiative. In addition, iVillage.com, which features two of the most wide-ranging and popular parenting sites on the Internet, will expand and enhance its existing content offerings about adoption with information and resources from Children's Action Network and the Dave Thomas Foundation.

"The Children's Action Network adoption awareness campaign touches an issue that is dear to my heart," said Carpenter. "As an adoptive parent, I have first-hand knowledge of how life transforming adoption can be for both parent and child. As CEO of a company that focuses on issues of concern to women, I have seen what a difference a supportive work environment can be for adopting families. I am honored to co-chair the Corporate Task Force with Dave Thomas, who has done so much to raise our national conscience regarding adoption. I'm also delighted that the iVillage parenting sites can further broaden their already deep resources and content on this important topic."

iVillage.com: The Women's Network (<http://www.ivillage.com> and AOL keyword: ivillage) is the online parenting leader through its Parent Soup and ParentsPlace communities.

Parentsoup.com is iVillage's flagship community that launched on the Internet in January 1996. Parent Soup features communities for every stage of parenting, from pre-pregnancy to teen years. Parent Soup features thousands of articles and resources to help parents, plus message boards and chats—several of which are dedicated to adoption. To this end, Parent Soup features success stories, expert- and reader-written articles, Q & As, reading lists, etc.

ParentsPlace.com is a one-of-a-kind environment where parents of all types connect, communicate and celebrate the adventures of childrearing. Built organically in the home of new parents and founded on the precept that parents are the best resource for other parents, ParentsPlace offers members a place to share insights on women's health, child development, schoolwork, discipline issues, current family-related politics, etc.

Established in 1995 and headquartered in New York City, iVillage Inc. (Nasdaq: IVIL) is a new media company, recognized as an industry leader in developing innovative sponsorship and commerce relationships that match the desire of marketers to reach women with the needs of iVillage.com members for relevant information and services.

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For more information, contact:

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