



FOR IMMEDIATE RELEASE

April 10, 2020

CONTACTS:

Jamie Hector
RaiseAChild

JamieSHector@gmail.com

(973) 536-6709

Amara Suarez

L.A. County DCFS Public Affairs

suarea@DCFS.LACounty.gov

(213) 739-6448



****PRESS RELEASE****

TIFFANY HADDISH, GREG LOUGANIS, & MARILYN MONROE
STAR IN RAISEACHILD'S BANNER CAMPAIGN FOR FOSTER CARE AWARENESS

New streetlight banner campaign celebrates RaiseAChild's mission in highlighting three former foster youth who achieved greatness.

Los Angeles, CA, USA, Friday, April 10, 2020 – Today, the Los Angeles County Department of Children and Family Services, in partnership with RaiseAChild, The Village Family Services, and KTLA 5 has decorated hundreds of streetlight poles throughout Los Angeles with images of three of the world's most famous former youth in foster care. The new campaign featuring **Tiffany Haddish**, **Greg Louganis** and **Marilyn Monroe** aims to bring awareness to the nation's dire need for loving foster and adoptive parents.



"The coronavirus pandemic has placed many families in uncertain circumstances due to unemployment, changes in family dynamics and heightened health concerns," said Bobby D. Cagle, Director of Los Angeles County Department of Children and Family Services. "Our goal for this campaign is to encourage people to imagine themselves as foster or adoptive parents and join our virtual orientations and trainings, so we are all better prepared in the aftermath."

With May kicking off National Foster Care Month, RaiseAChild has enlisted the help of its new campaign stars, whose distinctive success stories all began within the foster care system, to highlight the amazing possibilities and potential of youth in foster care.

"At a young age, I experienced the pain in foster care of being separated from my siblings," admitted comedian and actress Tiffany Haddish. "It was then that I decided to do what I could to assure foster children that they are loved and valued."

"I was very fortunate that I was adopted at nine months," says four-time gold medal diving champion, Greg Louganis. "I even had the opportunity to briefly meet the woman who fostered me. I have had amazing opportunities I never would have had otherwise. I am truly grateful."

"A lesser-known part of Marilyn Monroe's story is that she grew up in the foster care system. Similar to any child in foster care, Marilyn often craved the stability of loving parents and a permanent home," said Katie Jones, VP Entertainment at Authentic Brands Group (ABG), owner of the Marilyn Monroe Estate. "We're honored to support RaiseAChild's mission and bring awareness to this important cause."

Running from April to mid-July, the collaborative banner campaign marks a county-wide effort to increase the number of foster and adoptive homes, particularly in Los Angeles County which manages the nation's largest child welfare system with 35,000 children in care. In driving awareness about the current foster care system, RaiseAChild has discovered and guided people who are interested in becoming foster parents to provide children in foster care the support and love they need to achieve greatness.

"The one bright spot to come out of self-isolation, is an increased interest in learning about the foster and adoption process," stated Rich Valenza, Founder and CEO of RaiseAChild. "We're seeing increased attendance for our online orientations and hope to encourage even more people to learn how they can help children in foster care."

The Los Angeles Department of Children and Family Services promotes child safety and well-being by partnering with communities to strengthen families, keeping children at home whenever



possible, and connecting them with stable, loving homes in times of need. As the largest child protective services agency in the nation, DCFS is responsible for ensuring the safety of more than two million children across 88 diverse cities in Los Angeles County. Established in 1984 to keep children safe and support families in crisis, it is one of the 35 Los Angeles County Departments governed by the five-member Board of Supervisors with nearly 9,000 staff across 20 regional offices, specialized bureaus, and administration that cover a broad array of services and programs. The department is led by Director Bobby D. Cagle - a former foster child and longtime social worker. For more information, visit <http://dcfs.lacounty.gov>.

RaiseAChild is a national non-profit community organization based in Los Angeles whose mission is *building loving families for foster children®*. It is the nationwide leader in the recruitment and support of LGBTQ and all prospective parents interested in building families through fostering and adoption to meet the needs of the more than 440,000 children in the foster system. <https://RaiseAChild.org>

The Village Family Services, Inc. (The Village/TVFS) is an internationally accredited, leading bilingual family wellness organization that provides culturally sensitive, trauma-informed mental health, homeless and foster care services to thousands of Los Angeles County's most vulnerable and underserved children, youth, and their families. We specialize in helping LGBTQ and transition age youth who are in crisis and are recognized for our community response for ending youth homelessness. <https://www.thevillagefs.org>

KTLA 5 - LA's Very Own, is the #1 television station for local news and information in Southern California. KTLA 5 produces 82½ hours of news broadcasts every week, serving the residents of five counties in the Greater Los Angeles area. As the first commercial TV station west of the Mississippi River, KTLA 5 has a long and proud history of leadership in program content and in technical innovation in television news. KTLA 5 is a Nexstar Broadcasting station, which is part of the Nexstar Media Group. <https://ktla.com>

Nexstar Media Group, Inc. is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Nexstar owns, operates, programs or provides sales and other services to 197 television stations and related digital multicast signals reaching 115 markets or approximately 39% of all U.S. television households (reflecting the FCC's UHF discount). Nexstar's portfolio includes primary affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and The CW. Nexstar's community portal websites offer additional hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content while creating new revenue opportunities. Nexstar also owns WGN America, a growing national general entertainment cable network and a 31.3% ownership stake in TV Food Network, a top-tier cable asset. For more information please visit www.nexstar.tv.



###

PARTNER CONTACTS:

Authentic Brands Group/The Estate of Marilyn Monroe
Francesca Cascardo
(347) 318-4950
fcascardo@abg-nyc.com

The Village Family Services
Tarry Kang
(818) 755-8786, ext. 1025
tkang@thevillagefs.org

KTLA 5
John Lovelace
(323) 460-5548
John.Lovelace@ktla.com