



News Release

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FOR IMMEDIATE RELEASE

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EVANSTON, IL -- The Cradle celebrated National Adoption Day today in conjunction with adoption awareness programming throughout the month of November. The Cradle is one of the foremost adoption agencies in the U.S. and is a 501(c)(3) nonprofit serving all persons touched by adoption, including babies in The Cradle Nursery who face temporarily uncertain futures.

National Adoption Day is recognized throughout the U.S. as a holiday to recognize the power of adoption, and is held the Saturday before Thanksgiving each year. This tradition rose as a chance to appreciate all the adoption placements that would finalize before the November holiday.

"The Cradle welcomes any opportunity to honor families of all kinds and to raise awareness for our work to support individuals and families touched by adoption," Kim Perez, President and CEO of The Cradle said.

The Cradle's National Adoption Month programming and the *Our Children: An Education and Empowerment Series* webinars are presented by Phyllis S. Thomas and Alan Curtis, Barilla, Rothschild Investment Corporation, Bentley's Pet Stuff, Goldman Sachs Private Wealth Management, The Horton Group, Jerry and Kathy Biederman, Perkins Coie LLP, First Bank of Highland Park, and Michelle and Corey Harris.

The Cradle's adoption awareness and educational outreach programs have expanded this year due to support of The Cradle's *Our Children* live webinar series, which has created a space for powerful conversations about race. The series helps interracial families learn how best to parent their black children, and addresses topics that are important both to adoptive families and to the community at large.

For National Adoption Month, The Cradle is also offering a reduced price for the remainder of the year on non-identifying background reports for adopted persons researching their origins.

This year, The Cradle has placed 42 infants with loving families, and has remained operational during the pandemic through limited building access, remote workspaces and use of Telehealth and video technology to continue counseling and outreach.

On December 1, The Cradle will hold an online giving event for Giving Tuesday, an international celebration of philanthropy held online on the Tuesday after Thanksgiving each year. The Cradle hopes public support will help them meet their \$575,000 fundraising goal to fuel programs like expectant parent services, education and outreach, care for infants with special needs, and more.

More information about The Cradle and adoption services are available at www.cradle.org. Information about The Cradle's Giving Tuesday event is available at donate.cradle.org.

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The Cradle's Mission

Building families through adoption. Supporting families through life's challenges.
Strengthening communities through education.