



**FOR IMMEDIATE RELEASE**

Contact: Morgan Greenberg  
313.309.9536  
mgreenberg@lambert.com

**Nonprofit Partners with Willie Moore Jr. to Promote Adoption**

*Bethany Christian Services works with popular personality to call on the African-American community to adopt*

**GRAND RAPIDS, Mich., December XX, 2018**– [Bethany Christian Services](#) an organization committed to bringing and keeping families together, is partnering with nationally syndicated radio host [Willie Moore Jr.](#), a Christian musician/producer, comedian and minister, this holiday season to promote something vital – finding loving homes for vulnerable children.

Together, Bethany and Willie Moore Jr. are raising awareness nationwide for families – especially African American families – to open their hearts and homes to the possibility of adopting children in need of a loving home. There are currently over 400,000 children in the United States foster care system alone, over 100,000 of which are waiting to be adopted, who need a safe place to call home.

“At Bethany, we are excited about this partnership! We’re confident that this partnership with Willie will shine a bright spotlight on the need for more African American families to consider adoption,” said La’Leatha Spillers, Vice President of Marketing at Bethany Christian Services and adoptive mom. “This is just the beginning of our efforts being done across the United States to help provide more loving homes to all vulnerable children by partnering with the African American community and churches.”

The partnership will commence this Thursday, December 20<sup>th</sup> at the *Party with a Purpose* event at the World of Faith Church in Austell, Georgia. The annual fundraising event, hosted by Willie to share his personal adoption story as well as address the need for adoptive families in Atlanta and throughout the country, will feature special guests and performances throughout the evening.

“I am thrilled to partner with Bethany on this initiative to call on the African American community to become more active in adoption,” said Willie Moore Jr. “We hope this event will help raise funds and awareness for the need for more adoptive parents. Being adopted has positively impacted my life in so many ways, and I aim to have even a small influence on helping children in need find a loving family.”

For more information on the partnership and how to support the effort, visit [www.Bethany.org/GetKidsHome](http://www.Bethany.org/GetKidsHome).

**About Bethany Christian Services**

Bethany Christian Services was founded in 1944 and has grown to 120 branch locations in 36 states and 17 countries. The agency serves approximately 1,200 children annually nationwide in foster care programs and provides services across a continuum of care. Bethany’s mission is to find a loving, permanent home for every child, working to reunite children with their biological families or place

children in permanent adoptive homes. For more information, call 1-800-BETHANY or visit [bethany.org](http://bethany.org).

###