

~For Immediate Release~

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Pair of Enterprising Moms Defy Economy With Support for Chicago Charity's 600th Grant

Illinois Native and Kentucky Counterpart Join Local Non-Profit to Help Make Adoption Possible

Techny, IL – November, 2009—Demonstrating a mutual goal of getting more children adopted into permanent families, Runaway Rabbit® will sponsor Gift of Adoption's® 600th grant this month in recognition of National Adoption Awareness Month.

Runaway Rabbit's entrepreneurial duo is proving that small businesses can make a big difference—even during tough times. Gift of Adoption's 600th grant will allow three-month-old Jana to join James and Rachel Upchurch, and their adopted son Isaiah, a loving family from Nashville, NC.

Adoption expenses range from legal, home-study, agency, and travel fees, and can easily exceed \$25,000. Many qualified parents like James and Rachel find the financial hurdle too great—especially in the current recession. Gift of Adoption grants help remove this roadblock and make adoptions possible.

“Reaching our milestone 600th grant is a testimony to the existing need,” said Pam Devereux, CEO of Gift of Adoption. “Runaway Rabbit's support is an example of the generosity of those who believe adoption is an essential charitable cause.” Gayla Warner, Co-founder of Runaway Rabbit adds, “There are millions of children globally who need a permanent home to thrive. Runaway Rabbit recognizes this vast need and partnered with Gift of Adoption so more children will be adopted by loving families.”

Gift of Adoption's 600th grant this month is well-timed, as November is officially designated a time to raise people's awareness of the millions of children worldwide in foster care and orphanages who need the lasting love of family. Keeping with tradition, President Obama

made an official proclamation to kick off National Adoption Awareness Month.

About Gift of Adoption

Gift of Adoption is a national charitable organization that inspires adoption by providing grants to qualified parents – giving children who need families a permanent home and a chance to thrive. Founded in 1996, Gift of Adoption awards grants without regard to race, religion, age or marital status to provide the last funds needed to complete the adoption process. To date, the organization has awarded \$2m and 600 grants.

Visit www.giftofadoption.org to learn more about how the organization helps put adoption in reach for the millions of children worldwide in need of families.

About Runaway Rabbit

Runaway Rabbit, founded in 2005, manufactures wearable gifts, including their iconic Classic Bunny Slippers, FLiP HoPs™ the SocK HoP™ slipper sock, and the HoP to it Hoodie™. Other brands include Salt & Sage™ for the kitchen and Kari Covington™ bags.

Please visit www.runawayrabbit.com for more information about the company and their continued commitment to Gift of Adoption.

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