



Runaway Rabbit® Celebrates National Adoption Month by Supporting Gift of Adoption Fund®

Small Business Shows It Can Make a Big Difference

TECHNY, IL, November 10, 2008 – In celebration of National Adoption Month, Runaway Rabbit will donate \$3,000 to Gift of Adoption to provide a grant to unite a child in need of a family with qualified parents yearning to adopt.

This marks the third year of Runaway Rabbit's partnership with Gift of Adoption. The company has contributed nearly \$15,000 to provide four children with permanent families.

Gift of Adoption is committed to creating families by working to put adoption in reach for the more than 140 million children worldwide who need a place to call home and the qualified parents who need help bringing them there.

Runaway Rabbit (www.runawayrabbit.com) was formed when two moms from Kentucky, Gayla Warner and Laura Jones, were in search of the perfect pair of bunny slippers. They were not to be found, so these enterprising moms set out to create this well-known critter.

From the start, Runaway Rabbit was committed to making a difference both with its products and with a portion of its profits.

“There are millions of children, desperate for loving families, who may never be united with the parents who are just as desperate to bring children into their lives,” Gayla shares, “Runaway Rabbit knows this is wrong and we have partnered with Gift of Adoption so more families will be touched by the miracle that adoption provides. We are proud to show that a small business can make a big difference.”

“The support of Runaway Rabbit is a great testimony to the fact that you don't have to adopt to give a child a family,” explains Gift of Adoption CEO, Pam Devereux, “By opening their hearts, Runaway Rabbit makes it possible for us to bring more children home to the parents who are opening their homes to these children in need.”

About Gift of Adoption Fund

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.

Visit www.giftofadoption.org to learn more about how you can help put adoption in reach for more of the 140 million children worldwide in need of families.

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