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## **Adoption Agency Launches Comprehensive Social Networking Campaign to Find Loving Forever Family Candidates**

*Bethany Christian Services Harnesses Popular Internet Tools to Expand Family Search*

**Grand Rapids, Mich., July 6, 2009** — For 65 years, Bethany Christian Services has made dreams come true by uniting orphans and vulnerable children with loving, forever families. While many challenges still exist in locating forever family candidates, Bethany has successfully harnessed technology to expand its search and extend its reach through Bethany.org. Today, the organization announced that it is launching a comprehensive social networking outreach campaign to find adoptive families and care for orphans. With the implementation of its widespread social networking initiative, Bethany remains at the forefront of innovative adoption services and solutions.

Those joining, following or friending Bethany's social networks will have access to: critical news items impacting future adoptions and foster care; user-generated videos from adoptive families; recent statistics on adoption and foster care; human interest stories featuring Bethany families; and future event listings. As a result, prospective families will be better informed, while existing adoptive families can expand their own personal support network to include couples who are or who have adopted a child. Bethany's increased presence on-line also offers opportunities for prospective donors to make contributions supporting the organization's efforts from the convenience of their own home.

Currently, expectant mothers considering adoption can choose an adoptive family among hundreds of family profiles across the US maintained on the organization's website – Bethany.org. Bethany will now leverage several popular social networking sites in an effort to identify prospective adoptive families and expand awareness for the organization's vast services. By establishing a presence on [Twitter](#), [Facebook](#), [MySpace](#), [YouTube](#), [Tangle](#), [Flickr](#) and other relevant social network sites, Bethany seeks to build an international network dedicated to reducing the number of orphans around the globe.

“With 143 million orphans worldwide longing to know the love of a family, we want to take advantage of all available resources to help connect them with loving, caring families in the US or their country of origin,” said Bill Blacchiere, President/CEO of Bethany. “The popular social networking sites have proven to be valuable communication vehicles for individuals, businesses and organizations, and we expect to utilize these sites to inform couples interested in starting or expanding their family through adoption on the wonderful opportunities existing through Bethany Christian Services.”

*Bethany Christian Services is a Christ-centered, not-for-profit, pro-life, adoption agency with more than 75 locations in 32 states and orphan care and other ministries in more than a dozen countries. Bethany is the largest adoption agency in the country and placed 1,709 children nationwide in 2008. In addition to adoption services, Bethany provides pregnancy counseling, family counseling, foster care programs, refugee services, orphan care, and an infertility ministry called Stepping Stones. Bethany was founded in 1944 and is headquartered in Grand Rapids, Michigan.*

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