



**Jim Mora Count On Me Family Foundation “Holiday Shop”
Planned for Patients at Children’s Healthcare of Atlanta**

Foundation and Friends Plan Shop for Patients Unable to Leave the Hospital around the Holidays

ATLANTA (**For release December 8, 2008**) – The Jim Mora *Count On Me* Family Foundation continues its third anniversary celebration with a special holiday event at Children’s Healthcare of Atlanta at Egleston, Tuesday, December 9, 2008, called the “Holiday Shop.” Inspired by friends of the Foundation, the Holiday Shop was an idea created in 2004 and carried out while Jim and Shannon Mora were in Atlanta, now “resurrected” and planned for this holiday season.

The idea behind the Holiday Shop is to provide an opportunity for young patients in the hospital during the holidays to “shop” for holiday gifts, free of charge, for parents, siblings or other family members. Each patient, three or older, is escorted into the Shop and able to choose each gift item, write the cards, and wrap the gifts with assistance at the wrapping center within the shop. Patients under three years of age receive gift bags to take home with them for the holidays brought by Foundation volunteers as they visit each room. In addition to the shop, the Foundation will donate items to Children’s for their patient playrooms.

“We’re so happy the Jim Mora Count On Me Family Foundation has decided to host the Holiday Shop; it is amazing to watch the patients’ faces light up while they “shop” for gifts for their families. Projects like the Holiday Shop bring excitement, comfort and fun to the patients who are hospitalized during the holiday season,” said Juliet Veal, Special Events Coordinator, Children’s Healthcare of Atlanta.

“We have a wonderful group of coaches wives who were dedicated to this event during the three years we hosted it in Atlanta while with the Atlanta franchise, so when we realized that they were still interested in helping out with the “Shop,” we immediately contacted Children’s Healthcare of Atlanta to put the date on the books and made plans to be there,” said Shannon Mora, Vice President of the Foundation.

Several coaches wives are flying in for the event; and wives from the following organizations will represent themselves and their teams there: Seattle Seahawks, Oakland Raiders, Jacksonville Jaguars and Denver Broncos.

The Holiday Shop will be held from 10:30 a.m. until 2:00 p.m., Tuesday, December 9, 2008. Media are invited to attend the event from 11 a.m. – noon. Media representatives interested should contact Terri Grunduski with the Jim Mora Count On Me Family Foundation at 404-556-3833.

The Holiday Shop was supported by the Foundation and the following friends: Learning Express of Bee Cave, TX; Bella Décor; the Atlanta Hawks Read To Achieve Program, Sponsored by Philips and Sprite; The Knapp Family and the Mora Family.

The *Count On Me* Family Foundation, the charitable foundation of Seattle Seahawks Assistant Head Coach Jim Mora and wife, Shannon, supports children in need in Georgia and Washington. The *Count On Me* Family Foundation has granted over a half of a million dollars to 21 charitable organizations over the past three years.

The Jim Mora *Count On Me* Family Foundation, created in October 2005, is a 501(c)(3) organization which supports children in need, primarily in three target areas: children from low socio-economic backgrounds, mentally and physically-challenged children, and children at-risk. The Foundation affords children the opportunity to realize their potential and dreams by assisting organizations which help to create more stability in their lives, supporting advocacy for children, and supporting channels that empower children to have a voice and support their well-being. For additional information on how to apply for a grant or to learn more about the Foundation, please visit the Foundation website at: www.countonmefoundation.org.

Children’s Healthcare of Atlanta, a not-for-profit organization, is committed to enhancing the lives of children through excellence in patient care, research and education. Managing more than half a million patient visits annually at three hospitals and 15 satellite locations, Children’s is one of the largest clinical care providers for children in the country.

Children's offers access to more than 30 pediatric specialties, and has been consistently ranked among the top children's hospitals by Child magazine and U.S. News & World Report. With generous philanthropic and volunteer support, Children's has made an impact in the lives of children in Georgia, the United States and throughout the world. Visit www.choa.org or call 404-250-KIDS for more information.

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Contacts:

Terri Grunduski

Jim Mora Count On Me Family Foundation

tgrunduski@CountOnMeFoundation.org

404-556-3833