



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

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

ATLANTA (**For release December 1, 2009**) – The Annual Jim Mora *Count On Me* Family Foundation Holiday Shop will take place this year at Children’s Healthcare of Atlanta at Scottish Rite in their new patient area called the Zone on Tuesday, December 8, 2009.

The idea behind the Holiday Shop is to provide an opportunity for young patients in the hospital during the holidays to “shop” for two 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 filled with items to keep them busy while in the hospital, and infants will receive baby blankets to take home for the Holidays. In addition to the shop, the Foundation will donate items to Children’s for their patient playrooms.

“We are thrilled to work with the Mora Foundation again for the Holiday Shop!” said Juliet Veal, The Zone Coordinator, at Children’s Healthcare of Atlanta Scottish Rite. “The difference this year is the venue-The Zone at Children’s Healthcare of Atlanta is actually a perfect fit for The Foundation! The shop and the volunteers seem to be meant for the sports themed Zone. The Holiday shop will be bigger and better than ever in the new space. The results will surely be the same-bigger smiles from more patients who are able to give amazing gifts to their families thanks to the Jim Mora *Count On Me* Family Foundation!”

“We have a wonderful group of coaches wives, as well as volunteers beyond the football world, who are dedicated to this event annually,” said Shannon Mora, Vice President of the Foundation. “Several coaches wives have flown from different parts of the country to help with this memorable event; it is dear to our hearts and we wouldn’t miss it.”

The Holiday Shop will be held from 10:00 a.m. until 3:00 p.m., Tuesday, December 8, 2009.

The Holiday Shop is supported by the Foundation and the following friends: Char 88 Steakhouse and Piano Bar in historic Buford, Georgia, Pieces of Me online retail store, the Atlanta Hawks “Read To Achieve” Program, sponsored by Philips; the Knapp Family and the Mora Family.

The Jim Mora *Count On Me* Family Foundation, the charitable foundation of Seattle Seahawks 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 27 charitable organizations over the past four 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 16 neighborhood 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 is ranked among the top children’s hospitals by *Parents* 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 for more information.

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**** Please note: 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.**