



Atlanta Falcons Head Coach Jim Mora Announces Launch of Family Foundation

Jim Mora Count On Me Family Foundation to support at risk children in metro Atlanta

ATLANTA (**For release April 25, 2006**) -- Atlanta Falcons Head Coach Jim Mora is holding a press conference at the Georgia Aquarium in downtown Atlanta today to roll out the announcement of his newly-created Jim Mora *Count On Me* Family Foundation. Over 50 children from local charities will attend the announcement, followed by a tour of the facility with Jim and Shannon Mora.

"Shannon and I both believe strongly in doing all we can to make life better for others," said Jim Mora. "We believe it's a human responsibility to help those that may need a boost or helping hand. Our family has been embraced by this community, and in two short years, has developed a strong bond with the people here in Georgia. When I was hired to be the Head Coach of the Atlanta Falcons, Shannon and I talked about our desire to make a lasting impact on people in this community. We started working with a few local charities in 2004, and with the launch of our Family Foundation, we plan to continue the work we've started on a much larger scale."

The Jim Mora *Count On Me* Family Foundation, created in October 2005 but made public today, 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 allow children to have a voice. The Mora family plans to have two annual fundraisers to support their charitable giving and a full calendar of programming, including summer camps for groups to learn about life through the sport of football.

Special Olympics of Georgia, Boys and Girls Club of Metro Atlanta, American Association of Adapted Sports Programs, American Cancer Society, Children's Healthcare of Atlanta, Eagle Ranch, CASA, Leukemia Society, and the American Heart Association are among the charities the Moras have already supported.

"We're excited about the opportunity to extend our reach to help children in need here in Georgia," said Shannon Mora. "We are in the midst of planning our annual fundraiser in June, the Jim Mora•Pulte Homes Celebrity Golf Classic, and plan to raise over \$500,000 this year which will support our first grant cycle in September for local charities."

For more information on how to apply for a grant through the Jim Mora *Count On Me* Family Foundation, or to learn more about the Foundation, please visit the Foundation website at: www.countonmefoundation.org.

--30--

Contacts:

Terri Grunduski

Jim Mora Count On Me Family Foundation
tgrunduski@CountOnMeFoundation.org

770-556-3833