



The Jim Mora Count On Me Family Foundation Announces 2014 Holiday Shops In Five Children's Hospitals Across The Nation

Atlanta-Egleston, Atlanta-Scottish-Rite, Children's Hospital Los Angeles, Mattel Children's And Mary Bridge Children's Hospital

Los Angeles, CA (November 11, 2014) – The Jim Mora Count On Me Family Foundation has announced its 2014 [Count On Me Holiday Shops](#) in five children's hospitals across the nation in Los Angeles, Seattle and Atlanta. This is the Foundation's tenth year of providing Holiday Shops, and its second year in hospitals in Los Angeles.

Count On Me Holiday Shops empower children in long-term care who are unable leave the hospital during the holiday season to “go shopping” for gifts for their loved ones. Instead, the Holiday Shops bring the shopping to them. Young patients are able to select gifts for their parents or guardians from a great selection of items displayed in a festive, colorful setting. These youngsters are then assisted by Count On Me volunteers at the Holiday Shop gift-wrapping station where they are able to choose the wrapping paper, bows and notecards for their hand-selected gifts. Volunteers visit patients unable to leave their room with carts loaded down with gifts so they can participate as well. While the children “shop”, parents and family members are treated to a brief respite at their own special “reception” area where volunteers provide snacks, beverages and holiday cheer. Infant patients are given soft baby blankets and toddlers are treated to a special goodie bag, ensuring every child in long-term care to a warm and cheery “shopping” day.

“When you see the looks in the eyes of these kiddos and the giant smiles on their faces, you can't help but want to make sure every child who's in the hospital during the holidays has their own chance to “turn the tables” and give back to their loved ones – those parents or guardians that they know have given up their normal day to day lives to care for them during these long hospital stays”, says Shannon Mora, Vice President and co-founder of the Jim Mora Count On Me Family Foundation, “This is a program Jim and I - and our fabulous team of staff and volunteers - look forward to every year”.

Count On Me Holiday Shops began in Atlanta where Jim and Shannon Mora originally founded their nonprofit foundation. While the Mora's moved from Atlanta to Seattle, and then to Los Angeles in 2012, Count On Me has continued to provide Holiday Shops in all three cities and hope to expand to more hospitals and cities in the coming years. Says Shannon, *“This program is too special to keep to ourselves. Why not include cities and hospitals in other parts of the country – we don't have to live in a particular city to have a positive impact on the people there”.*

The Jim Mora Count On Me Family Foundation raises funds to support the Holiday Shops through various events and campaigns throughout the year. This year, Shannon Mora and Count On Me held their first “Girls Night Out” in Manhattan Beach to help raise money and awareness for the Los Angeles Holiday Shops. This sold-out event, while a first for Count On Me in Los Angeles, has previously been a staple event for the foundation in Atlanta and Seattle. This wildly successful night sells out weeks in advance and is a great evening of fun and fun-raising.

About The Jim Mora Count On Me Family Foundation:

The Foundation, created in 2005, is a not-for-profit 501(c)(3) organization which supports children in need, primarily in three target areas: children from low socioeconomic backgrounds, mentally and physically-challenged children, and children at-risk. Through the Foundation, Jim Mora, Football Head Coach at UCLA, and wife, Shannon, support children in need and at risk in California, Washington and Georgia. The Count On Me Family Foundation has granted over a 1.5 million dollars to over 60 charitable children’s organizations since 2005. This year the Count On Me Foundation’s well-received Holiday Shop Program will include outreach in children’s hospitals in California, Georgia and Washington. 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.

****PRESS AND MEDIA INVITED TO ATTEND HOLIDAY SHOPS****

****PLEASE CONTACT PRIOR TO DAY OF EVENT FOR PRESS PASSES AND IMPORTANT LOGISTICS INFORMATION****

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 <p>Children’s Hospital Los Angeles Monday, December 1, 2014 Time: 10am-2pm</p>		 <p>Mary Bridge Children’s Hospital & Health Center Thursday, December 4, 2014 Time: 10am-2pm</p>
 <p>Children’s Healthcare of Atlanta Egleston Monday, December 8, 2014 Time: 8:30am-11am</p>	 <p>Children’s Healthcare of Atlanta Scottish Rite Tuesday, December 9, 2014 Time: 10am-2pm</p>	 <p>Mattel Children’s Hospital UCLA Monday, December 15, 2014 Time: 10am-2pm</p>

*Photos provided by the Jim Mora Count On Me Family Foundation
Previous Jim Mora Count On Me Family Foundation Holiday Shops*

