



## **THE JIM MORA COUNT ON ME FAMILY FOUNDATION ANNOUNCE** **2013 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 12, 2013) – The Jim Mora Count On Me Family Foundation has announced its 2013 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 Holiday Shops, and their first time hosting the event in Los Angeles.

Count On Me Holiday Shops were created to empower children in long term care in the hospital around the holiday season and Mother's Day by allowing them to "shop" for their families, without ever having to leave the hospital. Patients (ages 4-18 years old) are able to select gifts for their parents or guardians. Foundation volunteers assist all of the children in wrapping their gifts. Those unable to leave their rooms are visited by volunteers with carts loaded down with gifts so they can participate as well.

**"We are thrilled and honored to bring our Holiday Shop program to Los Angeles and continue our efforts in Seattle and Atlanta. This program has been empowering children in long-term care for the last 10 years and providing them the opportunity to give back to their families during the holiday season is something Jim and I look forward to each year. " – Shannon Mora**

The Jim Mora Count On Me Family Foundation has launched a newly revamped website to keep families, children, donors and friends in the loop on all foundation news, events and fundraisers. Please visit [www.countonmefoundation.org](http://www.countonmefoundation.org) for updates on recent activities.

The Jim Mora Count On Me Family Foundation is launching the "Count On Me to Shop On Amazon" program in time for the holidays. A percentage of all purchases made through the Count On Me Amazon portal, located at [www.countonmefoundation.org](http://www.countonmefoundation.org), goes directly to help kids in need. In addition, shoppers can go to [www.smile.amazon.com](http://www.smile.amazon.com) and complete the one time, free registration to ensure a percentage of all future purchases will be given to the foundation to help kids in need.

Jim and Shannon Mora started the Jim Mora Count On Me Family Foundation in 2005 in Atlanta, then continued the effort in Seattle and now Count On Me expands to Los Angeles, partnering with organizations dedicated to helping youth.

**About 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](http://www.countonmefoundation.org).

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