

**GOVERNMENT OF THE DISTRICT OF COLUMBIA**  
**Child and Family Services Agency**



**NEWS**

For immediate release

May 5, 2009

Contact: Mindy Good, 202-442-6180/202-409-2812

**Mayor Fenty Announces Campaign to Increase Foster Homes**  
*Darryl "DMC" McDaniels (Run-DMC) Joins as Spokesman*

WASHINGTON, DC—Mayor Adrian M. Fenty and Dr. Roque Gerald, acting director, DC Child and Family Services Agency, today announced a media and outreach campaign throughout May to increase the number of licensed foster homes in the District. They were joined by Darryl "DMC" McDaniels from the legendary rock group Run-DMC. McDaniels, who was recently inducted into the 2009 Rock N Roll Hall of Fame, is serving as spokesman for the campaign. After learning as an adult that he had been adopted as an infant, McDaniels has gained a national reputation for championing children and youth in foster care, including those waiting for adoption. Also on hand was Ralph F. Boyd, Jr., chairman and CEO of the Freddie Mac Foundation, major sponsor of the campaign.

"When more District residents foster, more of our young people in care can stay in the city, even in their same school among friends and other familiar surroundings," said Mayor Fenty.

"Fostering parents are unsung heroes who make a huge difference to children and teens during a tough time in their lives," said Dr. Gerald. "The safety and stability they provide allows most children in care to go back to their families. For those who can't go home, foster parents are the top source of adoptions."

A grant from the Freddie Mac Foundation is supporting paid television advertising featuring McDaniels, a targeted e-mail campaign to District residents, and launch of a website about District foster care that provides information and options for getting involved. A grant from the Annie E. Casey Foundation supported marketing research and testing of campaign messages.

"I was fortunate to be adopted," said Mr. McDaniels, "and for all children to have the opportunity to have love, encouragement, and guidance is the reason I'm going to do everything possible for children in the system. They are children of potential, the next great people of the coming generation. Whether it's through adoption, foster care, or mentorship, I want them to have the ability to become the people they are destined to be—Just Like Me!" Mr. McDaniels' inspiring video "Just Like Me" is available for viewing at [www.me-dmc.com](http://www.me-dmc.com).

In addition to targeting an increase of District-based foster homes from 440 to 500 or more, CFSA is seeking more city residents willing to:

- Foster youth ages 12 to 21, now 60 percent of all District young people in out-of-home care.
- Keep groups of brothers and sisters together while in care.
- Open their homes to young people with manageable physical disabilities.
- Accept children and youth on short notice in emergency situations.

"We are privileged to partner with the District to find nurturing homes for children who need our help," said Mr. Boyd. "As the adoptive parent of a brother and sister from foster care, I know firsthand the difference a foster parent can make to a child's well-being."

District residents interested in fostering can visit [www.todaystofostercare.org](http://www.todaystofostercare.org) or call 202-671-LOVE (202-671-5683).

###