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FOR IMMEDIATE RELEASE

Proceeds From Best-Selling Adoption E-Book To Benefit Adoptive Parents Group

Special offer on best-selling adoption e-book coincides with national programs to raise awareness about adoption.

Rochester, NY – November 1, 2010 – In honor of National Adoption Month, the Amazon Kindle e-book version of the best-selling adoption book *What I Want My Adopted Child to Know: An Adoptive Parent's Perspective* will be available at 50% off list price during the month of November. Proceeds from sales of the e-book will benefit the Adoptive Parents Committee (APC), an all-volunteer, non-profit group that advocates for humanitarian improvements in the adoption and foster care system.

"I'm excited about introducing my adoption book to a new audience through an expansive online platform," said Sally Bacchetta, author and adoptive mother of two. "It's also a great opportunity to support the work of APC in educating the public, the media, and its members about current adoption issues."

Bacchetta wrote the book in response to a need common among adoptive families and those touched by adoption. "Adoptive families navigate emotional terrain that fully-biological families don't have to. This is a book adoptive parents can give to their child and say, 'I know adoption is painful, unsettling, joyous, and affirming. It's that way for me too. More than anything, adoption is the way we came together, and I'll always be grateful for that.'"

Bacchetta's words echo with the collective voice of over 100 adoptive parents interviewed for this book. With chapters like "I Would Do it All Again", "You Are Not Different Because You Were Adopted," and "I Regret What I Can't Give You," *What I Want My Adopted Child to Know* is by turns affirming, challenging, thoughtful, wistful, and poignant.

What I Want My Adopted Child to Know: An Adoptive Parent's Perspective is available in Amazon's proprietary Kindle format (.azw) for use in its Kindle e-readers or on one of Amazon's free reading apps. Through its Whispersync technology, customers can automatically synchronize last page read, bookmarks, notes, and highlights across Kindle and Kindle-compatible devices.

The book is also available through all major online book resellers in softcover and hardcover formats, and as an ePub file compatible with many popular e-book readers and mobile devices, including Android, Apple's iPad, iPhone or iPod, Barnes & Noble nook™, Blackberry, Kobo eReader, and Sony Reader™.

About Sally Bacchetta

Sally Bacchetta is an award-winning writer and sales training consultant with more than a decade of experience in medical writing, magazine journalism, and corporate communications. She draws on her educational and professional background in psychology and counseling to illuminate the private thoughts of adoptive parents with sensitivity and startling honesty. Bacchetta is the Rochester Adoptive Families Examiner and her articles have appeared in national and local publications including *Genesee Valley Parent* magazine. For more information or to purchase *What I Want My Adopted Child to Know: An Adoptive Parent's Perspective* in softcover, hardcover, or e-book formats visit www.TheAdoptiveParent.com.

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