

**NEWS**

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**New Responsive Website the Next Frontier in Making Sure Adoptive Babies Are Happy****Launch of Adoption Connection's device-responsive site continues San Francisco non-profit's mission of breaking barriers to help birth and adoptive parents connect and make the right choices**

San Francisco, CA. October 1, 2014 – Adoption Connection announced today the debut of its new responsive website, in its ongoing bid to ensure that birth and adoptive parents have up-to-date means of obtaining the information needed to make the appropriate choices in regards to their situation. Given the increasing omnipresence of mobile device use, and that most people now perform “drive-by research” (for just about everything), this new site will provide ready access, from all devices, to a properly rendered website that can easily connect anyone considering adoption with unbiased, ethical resources.

Formatted as groupings of “cards” on the index page, visitors can access all parts of the site via “a click, tap or a swipe.” Birth and adoptive parents, as well as adoption professionals, can now quickly navigate to pertinent information. Whether the interaction involves checking out adoptive parent profiles, birth parent resources, homestudy info, adding details to an adoptive parent account, looking up agency background info, etc., the site adapts itself for ease of use on all platforms.

“Our job is to make sure babies are happy,” says Lynne Fingerman (MSW), Adoption Connection’s Director and founder. “And, this new site increases the likelihood of that, by acting as a modern tool for us to open up the process of adoption even more for all parties involved in the adoption.”

The site is another first in the field of adoption from the non-profit organization that pioneered the structure of open adoptions within an agency setting in the United States. With multi-device and multi-screen use leading to the expectation of 24-7 access to information, this new vehicle of communication fits right in with Adoption Connection’s philosophy that the best outcome occurs when both birth and adoptive parents have the ability to make well-informed choices.

“Our device-specific sites were still useful, but how people engage with online information has changed, even in the last couple of years,” says Fingerman. “Meeting the new standard ensures that our outreach efforts stay relevant in a world where ubiquitous online device use dictates the communication approach.”

Wielding a lot of influence (compared to its small size), the agency views the new site as one more way to continue its leadership role in the field of adoption. Because the staff focus on providing ethically-based and personalized services, Adoption Connection’s placement levels show that it remains a first-choice for those wanting to create the loving, family environments (no matter how one defines them) that have a child’s best interests at heart.

**About Adoption Connection**

Headquartered in San Francisco, CA, Adoption Connection is a non-sectarian, California licensed non-profit adoption agency, and is a program of the San Francisco Bay Area community organization, Jewish Family and Children’s Services (JFCS). This agency, established in 1985, serves pregnant women and their families throughout the United States, and adoptive parents in the 19 Northern California counties covered under its license. For more information, please go to [AdoptionConnection.org](http://AdoptionConnection.org).

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SOURCE Adoption Connection

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