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**ACTRESS JANE RUSSELL, LIFETIME MEMBER OF OPERATION: CHILDREN,
LEND HER NAME TO AWARD AT ORGANIZATION'S ANNUAL FUNDRAISER**

BEVERLY HILLS, CA – September 1, 2010 – Movie icon Jane Russell will lend her name to the first-ever Jane Russell Award, to be presented to actor and adoptive father Willie Garson (*White Collar*, *Sex and the City*) at the annual fundraiser of Operation: Children, to be held October 9th at the Riviera Country Club in Pacific Palisades. This year's theme is "Creating Families – Building Futures". Ms. Russell founded the all-volunteer non-profit national organization called Women's Adoption International Fund (WAIF) in 1955. Members of that Los Angeles chapter founded Operation: Children in 1982, keeping it an all-volunteer non-profit organization. These Los Angeles chapter members decided to devote their full-time to the growing number of children in the foster care system – the products of parental drug use, abuse and neglect.

Proceeds from the event will benefit Project Adopt – a program of the Los Angeles County Department of Children and Family Services (DCFS) Adoption Division. Project Adopt holds annual adoption festivals during the year, bringing hard-to-place children in need of a permanent home together with pre-screened prospective parents in a relaxed setting.

The county defines "hard-to-place" children as those who are older, have multiple siblings, male African-American teens, male Hispanic teens, or have a physical or mental disability. More than one-third of the children who attend these festivals are placed each year.

“We are proud of the financial support we have given Project Adopt over the years,” said Ms. Russell, who is still active in the organization. “But there is more work to be done. There are still over 500 children waiting to be adopted in Los Angeles County”.

Ms. Russell acknowledged the support of individuals and businesses that assist Operation: Children to make it's work possible. “Since we do not have any salaried or commissioned employees, every penny donated goes directly to help the children in the foster care system”, she said.

The organization's fundraising efforts rely primarily upon the donation of items, including gift certificates and new merchandise - for its silent and live auctions to be held during the October 9th fundraiser. Tickets for the event are \$150.00. For more information, visit www.OperationChildren-la.org, or call 310-963-8506.