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## For Immediate Release

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### OVERCOMING ODDS

#### *“I AM ON A MISSION TO REVOLUTIONIZE THE ADOPTION PROCESS”*

Bethlehem, PA, May 1, 2017 – Adoption is a great way for couples to have a chance at raising a family. However, the noble act of adoption comes with its fair share of struggle-especially when it comes to international adoption. Humanitarian Social Innovations is proud to introduce Overcoming Odds, a newly sponsored organization that aims to make the adjustment easier for both the parents and the child through a software program and web platform that will connect adoptees and adoptive parents with others like them as well as with cultural and professional resources. An important component of this platform is that it will collect and archive people's stories of adoption in an effort to create a greater voice for change.

Oleg Lougheed, the founder of Overcoming Odds, was adopted 11 years ago from Russia for the hope of a better life. After experiencing how problematic the adoption system could be, Lougheed realized he wanted to help change it. Some adopted children feel they have to change themselves in order to fit into their new home, which can cause identity crisis later in their lives. This sparked Lougheed on his life's mission to help adoptees overcome adversity and strive for a better relationship with their adoptive parents in their new life. Overcoming Odds' mission is to make sure that every adoptee gets to live the life that they have always dreamed of and to help them see their identity goes beyond their adoption.

Overcoming Odds is a way to make positive improvements to the adoption process worldwide. Some of the problems they plan on tackling are adoptees' trauma from leaving their past life, identity struggles, and education for those in all areas of the adoption process. Overcoming Odds will be implementing two phases to reach their goal. First they will grow a strong community. Then they will launch their software program that allows for a direct connection and a more successful transition period. The partnership between Humanitarian Social Innovations and Overcoming Odds will enable them to access grant funds to fuel their vision to aid the adoption process on both sides and bring stability to adoptive families worldwide.

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