



## **Big Brothers Big Sisters** of Saginaw Bay Area

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# **There's still time to donate a dollar to match a child with a mentor**

*Support Big Brothers Big Sisters by Donating \$1 at Your Local Arby's®*

Arby's restaurants are giving residents of Saginaw and Bay counties an easy way to help the children in their community. From now, through July 26, customers who visit Arby's restaurants may donate \$1 to Big Brothers Big Sisters of Saginaw Bay Area to help the organization match a child with an adult mentor. Currently there are 107 youth waiting for a mentor who can be a friend and help them develop into a confident, competent and caring individual.

“While people think of Big Brothers Big Sisters as a volunteer organization, it's also a nonprofit charity that depends on donations to make more matches,” said Greg Hawkins, Sr. Vice President of Community Partnerships, Arby's Restaurant Group, Inc. “Funding is used for recruiting, careful matching, background checks, screening and maintaining ongoing professional support for the volunteers, youth and their families – the key to ensuring long-term positive outcomes that change lives and communities.”

(MORE)

Arby's customers who come into local Arby's restaurants from June 15 through July 26 may donate a dollar and sign a "Help Us Help Kids" pin-up to hang on the walls of the restaurant. Customers who donate will receive a coupon redeemable for \$1 off select Arby's menu items during their next purchase. The donated money will support Big Brothers Big Sisters of Saginaw Bay Area. Last year, Arby's raised more than \$2 million nationwide through its pin-up campaign.

"There's a growing demand for structured successful youth mentoring, particularly in this economy when families are struggling," said Shelly Greene, Executive Director of Big Brothers Big Sisters of Saginaw Bay Area. "Independent research shows children matched with Big Brothers Big Sisters mentors are more likely to succeed in school, behave nonviolently, avoid drug and alcohol abuse and other negative influences."

Hawkins said, "We've always believed in the power of giving back to the communities that we serve. Mentoring makes a powerful difference and I'm proud to be part of an effort that gives the entire community an opportunity to contribute."

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### **About Arby's Foundation**

The Arby's Foundation, Inc. is a non-profit 501 (c) (3) corporation grounded in the belief that every individual has the power to make a difference. Since its inception in 1986, the Arby's Foundation has raised more than \$36 million through Arby's Charity Tour events, in-store fundraising, community events and grant programs to support youth education and mentoring initiatives. For the past two years, the Arby's Foundation has given over \$800,000 in grants to support Big Brothers Big Sisters' "Campaign for Men" to assist the organization in reaching its goal of recruiting more male mentors. For more information on the Arby's Foundation, please visit [www.arbysfoundation.org](http://www.arbysfoundation.org).

### **About Arby's Restaurant Group, Inc.**

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest quick-service sandwich chain in the U.S. with more than 3,700 system-wide restaurants. Founded in 1964, Arby's quick service restaurants specialize in slow roasted and freshly sliced roast beef sandwiches as well as Market Fresh® deli-style sandwiches, toasted subs, and salads, all with the convenience of a drive-thru. Arby's offers guests a unique, great tasting alternative to traditional fast food with its

one-of-a-kind menu items including the Beef 'n Cheddar, Curly Fries and Jamocha shakes. Arby's Restaurant Group, Inc. is a subsidiary of Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).

### **About Big Brothers Big Sisters**

Big Brothers Big Sisters has been serving Saginaw and Bay counties since 1953. The agency's mission is to make a positive difference in the lives of youth by providing professionally supported one-to-one mentoring relationships. The agency serves youth ages 5 to 18 from families where one adult figure of the same sex is either not available or is available on a limited basis. Research has shown these youth are "at risk" for certain unhealthy or destructive behaviors ranging from truancy to increased drug usage, alcoholism and violence. Research also consistently demonstrates that one-to-one mentoring helps youth overcome the many challenges they face. Funding is used to conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships. For more information about the agency, visit its Web site at [www.sagbaybbbs.org](http://www.sagbaybbbs.org).