



Big Brothers Big Sisters
of Saginaw Bay Area

FOR IMMEDIATE RELEASE
April 17, 2008

CONTACT: SHELLY GREENE
(989) 755-6558

Big Brothers Big Sisters Implements Internet Tool to Raise Awareness and Funds for 24th Annual Bowl for Kids' Sake Fundraiser

Big Brothers Big Sisters of Saginaw Bay Area today announced the agency has implemented a new Web site (www.sagbaybfks.kintera.org) to raise awareness of the agency's mission and help raise funds for the 24th Annual Bowl for Kids' Sake (BFKS) Fundraisers. The BFKS events take place Friday, May 2 at Stardust Lanes in Saginaw and Friday, May 9 at Alert Lanes in Essexville. Participants can choose to bowl either at 6 p.m or 8:15 p.m.

BFKS is the agency's biggest fundraiser each year. In 2007, more than 300 individuals helped raise \$27,500 to support the agency's life-changing mission to make a positive difference in the lives of children and youth through professionally supported one-to-one relationships with mentors who assist them in becoming confident, competent and caring individuals.

"Bowl for Kids' Sake is about sharing our mission with the community and raising awareness about the need for our programs," said Shelly Greene, Executive Director. "Our participants help us spread the good news about what we are doing by sharing about Big Brothers Big Sisters when they ask their friends, family, neighbors, coworkers and other contacts to pledge their financial support for our bowling event."

(MORE)

Participants can still raise funds the traditional way, using a pledge sheet and envelope, but new this year is a dedicated Web site that allows individuals to register as a bowler and create their own Web site to recruit team members and sponsors, who can donate online using a secure Internet connection. The Web site allows participants to set individual and team goals for sponsors and track progress toward reaching those goals. Participants also can import their e-mail contacts and send blast e-mails to recruit team members and sponsors.

“There is no fee to bowl,” said Greene. “We do ask that each individual attempts to raise \$75 in support for the event.

“The demand for services provided by nonprofits like Big Brothers Big Sisters has never been greater. Right now, in our own agency, there are almost 200 youth waiting for an adult to step forward and be a mentor and friend, someone who can help them develop into a confident, competent and caring individual.

“We recognize that these are difficult financial times for many in our community, and we know not everyone can make a large gift to support our mission, but if we band together, as friends, as family, and if everyone helps a Little, there is real power to make a Big difference.”

To register to bowl, contact Big Brothers Big Sisters at (989) 755-6558 or sign-up online at www.sagbaybfks.kintera.org.

####

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. For more information about the agency, visit its Web site at www.sagbaybbbs.org.