



PRESS RELEASE

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FOR IMMEDIATE RELEASE

September 20, 2023

BIG BROTHERS BIG SISTERS OF NORTHWESTERN WISCONSIN ANNOUNCES THE APPOINTMENT OF TRAVIS AUSTAD AS CEO

**For media inquiries or to
request an interview, please
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[Eau Claire, September 20, 2023] — Big Brothers Big Sisters of Northwestern Wisconsin (BBBSNW) is thrilled to announce the appointment of Travis Austad as the organization's new Chief Executive Officer, effective September 18, 2023. He brings with him a remarkable 15-year tenure with the Boys & Girls Club movement, including involvement within the Greater Chippewa Valley region. Austad arrives with a wealth of expertise and an unwavering dedication to empowering youth and fortifying communities.

BBBSNW has been transforming the lives of children for 51 years by matching them with caring adult mentors who provide guidance, support, and friendship. The agency is excited to have Austad at the helm to continue this vital work and lead BBBSNW into a future of expanded impact and growth.

Austad expressed his enthusiasm for this new role, saying, "I am honored to join Big Brothers Big Sisters of Northwestern Wisconsin as CEO and be part of an organization that has touched the lives of so many young people, families and volunteers. I am committed to building on the incredible legacy of this organization and working with our dedicated staff, volunteers, donors, and community partners to create even more opportunities for youth to thrive."

BBBSNW Executive Board President, Dawn Yarrington, stated, "The Board of Directors for BBBSNW is thrilled to extend a warm welcome to Travis as our next CEO. We are highly enthusiastic about the bright future that awaits under Travis's capable leadership and extensive nonprofit expertise."

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About Big Brothers Big Sisters of Northwestern Wisconsin:

Big Brothers Big Sisters of Northwestern Wisconsin is a nonprofit organization that provides mentorship programs for youth. By matching children with caring adult mentors, the organization aims to create positive relationships that help young people reach their full potential. Through community involvement and support, Big Brothers Big Sisters of Northwestern Wisconsin aims to make a lasting and meaningful impact on the lives of children and families.