



Big Brothers Big Sisters of Northwestern Wisconsin

Administrative Office
312 S. Barstow Street, Suite S1
Eau Claire, WI 54701
Phone: 715-835-0161
Fax: 715-835-2636

St. Croix Branch
82 Coulee Road
Hudson, WI 54716
Phone: 715-381-7289
Fax: 715-531-0862

Contact: Michel Tigan
Day Phone: 715-381-7289
E-mail: michel.tigan@bbbs.org

FOR IMMEDIATE RELEASE

One Grain of Sand Creates Waves of Change Bowl for Kids' Sake Team Captain Kick-Off

February 19, 2009 – The River Falls Big Brothers Big Sisters Bowl for Kids' Sake Team Captain Kick-off will be Tuesday, March 10th from 5:30 to 6:30 p.m. The Kick-off event will be held at Bud's Lanes, 1153 Saint Croix St, River Falls, WI. Appetizers will be provided and all team captains will receive a long sleeve t-shirt. The Team Captain Kick-off event is designed to provide information about the impact of Big Brothers Big Sisters, the role of Bowl for Kids' Sake, and the details about Bowl for Kids' Sake. Anyone who would like to learn more about Bowl for Kids' Sake or how to get involved is invited to attend.

All of the proceeds from Bowl for Kids' Sake will benefit the work of Big Brothers Big Sisters of Northwestern Wisconsin. Bowl for Kids' Sake is Big Brothers Big Sisters largest fundraising event raising about ¼ of the operating budget. It offers the community an opportunity to raise money and support one-to-one mentoring relationships.

Each Bowl for Kids' Sake event features food, entertainment, games and prizes. Adults, children and local businesses form teams to raise money by collecting pledges in person or online. Individuals and teams win prizes depending on the amount of money they raise. Businesses can also get involved by supporting this event through sponsorships, prizes, or by putting a team together to come out and bowl.

One grain of sand can create waves of change. You can be that wave of change in a child's life. The theme for the 2009 Bowl for Kids' Sake is Beach Party! Form a team to raise money and have fun doing it! Send your team captain or representative from your team to the Kick-off event to learn more about Bowl for Kids' Sake and get pumped for raising money for a good cause.

For more information, please visit www.bbbsnw.org or call 715-381-7289.

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