



**Big Brothers Big Sisters**

*Little Moments. Big Magic.™*

Contact: Craig Monson  
Day Phone: 715-835-0161  
E-mail: craig.monson@bbbs.org

FOR IMMEDIATE RELEASE

**LOCAL BIG BROTHERS BIG SISTERS RECOGNIZED NATIONALLY**

*Big Brothers Big Sisters of Northwestern Wisconsin recognized as pacesetter in area of Quality*

**Eau Claire, WI (June 9, 2009)** – Big Brothers Big Sisters of America recently announced that Big Brothers Big Sisters of Northwestern Wisconsin will be recognized as one of only sixteen agencies to exceed in the area of Quality in 2008. Big Brothers Big Sisters of Northwestern Wisconsin will be recognized Wednesday, June 17 during the Big Brothers Big Sisters National Conference in Miami, FL.

One of the hallmarks of the Big Brothers Big Sisters brand is a strong focus on quality services. This includes focusing on making longer and stronger matches between the volunteer and the child. The 2008 national average in key quality performance areas were:

	Community-Based Program	Site-Based Program
Average Match Length	<b>22.6 months</b>	<b>15.9 months</b>
Six Month Retention Rate	<b>82%</b>	<b>88%</b>
Match Support Completed (Community-Based and Site-Based combined)	<b>90%</b>	

“We have been focused on quality, knowing that longer and stronger matches equal more impact. This is a community effort; something we couldn’t do without the support of our volunteers, financial supporters, Board of Directors, staff and community. It’s awesome to see our hard work has helped us reach new levels,” said Craig Monson, CEO of Big Brothers Big Sisters of Northwestern Wisconsin. “We are making real impact on the lives’ of children – leading to better schools, brighter futures and stronger communities for all.”

**About Big Brothers Big Sisters**

Big Brothers Big Sisters of Northwestern Wisconsin currently serves five counties: Eau Claire,

Chippewa, Dunn, Pierce and St. Croix. The largest youth mentoring organization in Western Wisconsin, the agency serves more than 500 children in one-to-one mentoring relationships annually. The organization's mission is to help children reach their potential through professionally supported, one-to-one relationships with measurable impact. Learn more at [www.bbbsnw.org](http://www.bbbsnw.org).

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