



Big Brothers Big Sisters of Northwestern Wisconsin

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FOR IMMEDIATE RELEASE

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

March 4, 2009 – The Chippewa Falls Bowl for Kids' Sake Team Captain Kick-off is Thursday, March 19th from 5:30-6:30 pm at the Fill Inn Station (104 W Columbia St, Chippewa Falls). Bowl for Kids' Sake is Big Brothers Big Sisters largest fundraising event, raising 25 % of the budget. 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 details about the event. Anyone who would like to learn more about Bowl for Kids' Sake or how to get involved is invited to attend. Pizza and soda will be provided and all team captains will receive a long sleeve t-shirt. Wii Bowling will also be featured after the presentation.

All of the proceeds from Bowl for Kids' Sake benefit the work of Big Brothers Big Sisters of Northwestern Wisconsin. It costs \$1000 to match and support one child with an adult mentor for one year. Bowl for Kids' Sake gives 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 Team Captain Kick-off event to learn more about Bowl for Kids' Sake and get excited to raise money for the children of our community.

For more information, please visit www.bbbsnw.org or call 715-835-0161.

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