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FOR IMMEDIATE RELEASE

Chippewa Valley Bowl for Kids' Sake Participants raise over \$111,000

May 19, 2009 (Eau Claire) –Four Chippewa Valley Bowl for Kids' Sake events led 687 participants to raise over \$111,000 to support Big Brothers Big Sisters of Northwestern Wisconsin. This record breaking year marks the 2009 Bowl for Kids' Sake a huge success. The event took place in three Chippewa Valley cities – Eau Claire, Menomonie and Chippewa Falls – and three St. Croix Valley cities – Hudson, River Falls and Baldwin. Overall, 945 participants in five counties raised a net income of over \$141,000 for Big Brothers Big Sisters of Northwestern Wisconsin.

In the Chippewa Valley, the top individual fundraiser, Derek Brehm, raised \$1,350! Derek is a past 'Little' of the Big Brothers Big Sisters program and understands the impact first-hand how having a Big Brother or Big Sister can impact a child. Derek states, "I would not be where I am or who I am without the relationship I had with my Bigs. They provided me with such great self esteem and self worth just by spending a little time with me. I am forever in debt to both of them and Big Brothers Big Sisters for all they have done for me." A special recognition also goes to Precision Pipeline. This business had 13 participants and raised over \$13,000 for Big Brothers Big Sisters of Northwestern Wisconsin!

Each individual night of Bowl for Kids' Sake featured teams of 4-6 bowlers who earned pledges to participate. The event included: food, entertainment, raffles, games and prizes. Adults, children and local businesses participated to help raise money for the largest fundraising event for Big Brothers Big Sisters of Northwestern Wisconsin, which brings in 25% of the organization's annual operating budget. It takes \$1,000 to match and support one child with an adult mentor for one year. All money raised during Bowl for Kids' Sake supports our local communities.

Major sponsors of the event include: Action City, Shawtown Productions, WQOW TV-18, Charter Communications, Powertex Group, Clear Channel, American Family Insurance, Mega Pick 'n Save, Cody Limousines, Giles Photography and Sports Clips.

Big Brothers Big Sisters of Northwestern Wisconsin's mission is to help children reach their potential through professionally supported, one-to-one relationships with measurable impact. The organization serves five counties: Eau Claire, Chippewa, Dunn, Pierce, and St. Croix, all of which a Bowl for Kids' Sake event takes place. Learn more by visiting www.bbbsnw.org.

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