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FOR IMMEDIATE RELEASE

St. Croix Valley Bowl for Kids' Sake Participants raise over \$36,000

May 19, 2009 (Hudson) –Three St. Croix Valley Bowl for Kids' Sake events led 258 participants to raise over \$36,000 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 St. Croix Valley cities – Hudson, River Falls and Baldwin – and three Chippewa Valley cities – Eau Claire, Menomonie and Chippewa Falls. Overall, 945 participants in five counties raised a net income of over \$141,000 for Big Brothers Big Sisters of Northwestern Wisconsin.

The top individual fundraiser for the 2009 Bowl for Kids' Sake was John Knutson with RESCO. He raised \$2,002 for Big Brothers Big Sisters of Northwestern Wisconsin and participated in the Hudson Bowl for Kids' Sake Event on April 24th. Knutson is an honorary member of the St. Croix Valley Advisory Board and has been involved with Big Brothers Big Sisters of Northwestern Wisconsin for over 10 years!

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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