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**FOR IMMEDIATE RELEASE**

## **St. Croix Valley Bowl for Kids' Sake Participants raise over \$29,000**

**May 24, 2010 (Hudson)** –Three St. Croix Valley Bowl for Kids' Sake events led over 160 participants to raise over \$29,000 to support Big Brothers Big Sisters of Northwestern Wisconsin. 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, over 900 participants in five counties raised over \$140,000 for Big Brothers Big Sisters of Northwestern Wisconsin.

In the St. Croix Valley, the top individual fundraiser, John Knutson, raised \$3,431! John has been involved with Big Brothers Big Sisters for over 30 years both as a committee member, board member and as Big. John has seen first-hand how having a Big Brother or Big Sister can impact a child. A special recognition also goes to three teams who went above and beyond in raising money for Big Brothers Big Sisters:

- Kamikaze Kowboys raised \$4,316
- Northwestern Mutual whose employees raised \$3,865
- O'Connell Family Funeral Home whose employees raised \$3,035

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 about 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 kids and communities.

Major sponsors of the event include: American Family Insurance, Charter Media, Clear Channel Radio (B95 and Z100), Mega, The Metropolis Resort, Powertex Group, Shawtown Productions, and WQOW TV18.

Big Brothers Big Sisters of Northwestern Wisconsin helps children beat the odds. The organization depends on donations to help conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain strong long-lasting relationships, the key to successful mentoring. Big Brothers Big Sisters is proven by independent research to improve children's odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and breaking negative cycles. Big Brothers Big Sisters of Northwestern Wisconsin currently serves more than 500 children annually within five counties: Eau Claire, Chippewa, Dunn, Pierce and St. Croix. Learn how you can change how children grow up in America by going to [www.bbbsnw.org](http://www.bbbsnw.org).

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