



## Big Brothers Big Sisters of Northwestern Wisconsin

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FOR IMMEDIATE RELEASE

### **BIG BROTHERS BIG SISTERS OF NORTHWESTERN WISCONSIN FORMS VOLUNTEER PARTNERSHIPS WITH AREA BUSINESSES**

HUDSON, Wis., Dec. 1, 2008—Big Brothers Big Sisters of Northwestern Wisconsin (BBBSNW) announces its recent volunteer partnerships with Northwestern Mutual Financial Network and Resco Companies, both located in Hudson, Wis. Resco Companies and Northwestern Mutual agree to a one year commitment with BBBSNW beginning Nov. 13, 2008 and Nov. 19, 2008, respectively.

Resco Co. and Northwestern Mutual will provide BBBSNW with support of quality matches through Bigs, event volunteers, or financial contributions. Five percent of employees from each company will form teams to participate in the largest fundraising event for BBBSNW; Bowl for Kids' Sake. Other agreements include: allow BBBSNW personnel to conduct volunteer interviews and orientations on-site, set up Big Brothers Big Sisters presentations in the five counties both organizations are located in, and provide BBBSNW with electronic logo, company information, and other information relevant to what is agreed upon.

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“We at Big Brothers Big Sisters are thrilled to have the support of such strong community businesses; their support of our organization will only help us further our mission of helping children reach their potential through professionally supported one-to-one relationships with measurable impact,” Michel Tigan, St. Croix Valley Branch Director of BBBSNW, said. “We couldn’t be more grateful for their willingness to partner with our organization!”

### **About Northwestern Mutual Financial Network**

Northwestern Mutual Financial Network offers assistance, support, and solutions to guide clients to attain financial security through a network of specialists and financial representatives. Northwestern Mutual’s mission is to develop enduring relationships with clients by providing expert guidance for a lifetime of financial security. The Northwestern Mutual Network currently has 350 offices across the United States. Learn more at <http://www.nmfn.com/>.

### **About Resco Companies**

Since 1957, Resco Co. has been providing marketing and sales support to clients who view Resco Co. as a valuable resource. Resco Co. offers strategic planning and tactical application services which include: graphic & web design, printing, mailing services, promotional products, and POS merchandising. Resco. Co. offers their services to clients who want quality and efficiency. Learn more at <http://www.rpgsolutions.com/index.html>.

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## **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 600 children annually in one-to-one mentoring relationships. 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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