



Big Brothers Big Sisters of Northwestern Wisconsin

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FOR IMMEDIATE RELEASE

Wanted: 30 Lunch Buddies by August 30th

Big Brothers Big Sisters Launches Campaign Seeking School-Based Mentoring Volunteers

July 28, 2008 (Eau Claire) – Big Brothers Big Sisters is on a mission – a mission to find 30 Lunch Buddies by August 30th! With help from Festival Foods and Maverick Media, Big Brothers Big Sisters of Northwestern Wisconsin is launching a Lunch Buddies recruitment campaign in the Eau Claire area. Commercials can be heard on I-94 WIAL throughout the month of August as Big Brothers Big Sisters works to complete its mission.

The Lunch Buddies Program pairs adult mentors with elementary and middle school children in the Eau Claire School District. It takes just one lunch time out of each week during the school year to laugh, talk or play a board game with a Little Brother or Little Sister. Volunteers meet with their Little Brother or Little Sister during a set day and time at the child's school for approximately one hour once a week. Return to work knowing that your time spent has made a tremendous difference.

Anyone can volunteer: employees, retirees, people with flexible daytime hours and parents not employed outside of the home. Volunteers do not need any special experience or skill; simply willing to be themselves and ready to have fun.

Add fun, flexibility and change to the typical workday. Big Brothers Big Sisters has teamed up with an Eau Claire school near you making it easy to get involved! Through the Lunch Buddies program, the Big Brothers Big Sisters has created a way for individuals to find the time to give back to the community. When citizens are a part of something BIG, they can help improve each child's class, school, neighborhood and our community.

If you have an hour a week to experience being a Big Brother or Big Sister, raise your hand and become 1 of 30 Lunch Buddies by August 30th! Call Big Brothers Big Sisters of Northwestern Wisconsin at 835-0161 today!

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.

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