



FOR IMMEDIATE RELEASE **Strikes, Spares and Mentors!**

Big Brothers Big Sisters Canada launches national *Bowl For Kids Sake* campaign to connect kids to mentors

February 9, 2009. Burlington – Big Brothers Big Sisters Canada (BBBSC) today announced the launch of its *Bowl For Kids Sake* 2009 fund raising campaign to take place in communities across the country between mid-February through April with a target of \$7 million.

Canadian towns and cities will have a chance to *Bowl For Kids Sake* at fundraising events that will directly fund local mentoring for kids in need of a Big Brother/Big Sister relationship.

One such kid is Kevin, a 13-year old boy, who has been named national “Spokes-Little” for the *Bowl For Kids Sake* campaign. After Kevin lost his Dad in 1999, his Mom signed him up to receive mentoring from a Big Brother. Kevin credits that experience with making him a better, stronger person and has proven it by becoming the top *Bowl For Kids Sake* fundraiser five-years-in-a-row for Ingersoll, Tillsonburg and area.

Kevin’s Mom said that once he was paired with a Big Brother, her son’s self confidence soared. “Kevin was blessed with an amazing Big Brother,” said Tammie. “Through the three-and-a-half year experience, he learned that he is not alone in this world and that people care for him no matter what. That is why it is so important for him to give back and help support the next group of Little Brothers and Little Sisters in need.”

Across Canada, demand for youth mentoring far exceeds the number of available Big Brothers and Big Sisters. More than 10,000 children and teenagers are on waiting lists for a mentor and some wait as long as two years.

“*Bowl For Kids Sake* is our signature national fundraising campaign,” said Lee Overton, Director, Bowl For Kids Sake. ‘Funds raised are absolutely critical to connecting children and youth in need with mentors that will help them learn, grow and succeed. Every child in Canada who needs a Big Brother or Big Sister should have one, and that is our goal.’”

Each dollar from the *Bowl For Kids Sake* fundraising campaign is used exclusively in the community in which it is raised. The funds help local BBBSC agencies provide children and youth mentoring programs, match “Bigs” with “Littles”, maintain existing relationships, recruit new “Bigs” and form new matches.

BBBSC Programs

Big Brother Big Sister agencies offer a wide variety of mentoring programs. The charity’s Traditional one-to-one mentoring program is complemented by several other programs:

- In-School Mentoring

- Go Girls!
- Group Mentoring
- Couples for Kids
- Teen Mentoring
- Between Generations
- Kids N Kops

Corporate Support for *Bowl For Kids Sake*

“The people of Invesco Trimark are committed to building strong communities by enriching the lives of young people in need through mentoring,” said Robert Ager, Vice President of Sales Operations, Invesco Trimark Investments, the national partner to *Bowl For Kids Sake*. “Invesco Trimark is proud to support this unique fundraising campaign, and to help BBBSC meet the rising demand for youth mentoring services in communities across Canada.”

About Bowl For Kids Sake

Bowl For Kids Sake is Big Brothers Big Sisters of Canada’s signature national fundraising campaign, culminating in bowling events in cities and towns across the country. Friends, family, co-workers, local businesses, politicians and media put teams together and fundraise for their local Big Brother Big Sister (BBBS) agency. Then the teams attend a local bowling centre to bowl and have fun in support of BBBS mentoring programs for local children and youth throughout Canada.

Since 1972, the public, companies and media outlets have been collecting pledges and participating in bowling events nationwide. This year, 117 BBBSC agencies will host their own Bowl For Kids Sake campaign in their communities.

To find out more or donate on-line, visit Bowl For Kids Sake at <http://www.bowlforkidssake.ca>

About Big Brothers Big Sisters Canada

Big Brothers Big Sisters Canada is the nation’s largest youth mentoring organization, providing quality adult mentoring services for over 26,300 children, with a goal of 100,000. Big Brothers Big Sisters Canada currently has 140 agencies serving 1,000 communities, and yet more must be done, as some children still have to wait up to two years for a Big Brother or Big Sister. For more than 90 years, Big Brothers Big Sisters organizations in your community have been there to help provide a positive influence in the life of a child when one is needed. Big Brothers Big Sisters of Canada’s programs, which are made possible by Bowl For Kids Sake funding, have proven instrumental in reducing truancy, bullying, early school leaving, delinquency and substance abuse.

Visit Big Brothers Big Sisters Canada at <http://www.bigbrothersbigsisters.ca>

For more information, please contact:

Terance Brouse 905-339-2209, ext. 5
Senior Consultant
Xpsoure PR
tebrouse@rogers.com