

Little moments create Big adventures

Big Brothers Big Sisters is out to reconnect with its 750,000 lost volunteers by inviting former Bigs and Canadians everywhere to tell their mentoring adventures.

Burlington, Ontario, Sept 8, 2010 – In a bid to rekindle relationships with thousands of its long lost volunteers and celebrate the power of youth mentoring nationally, Big Brothers Big Sisters of Canada (BBBSC) is teaming up with MINI Canada to invite former Big Brothers and Big Sisters, along with Canadians everywhere, to share their most cherished mentoring adventures.

Five submissions will be randomly selected to win a return travel voucher for two to any destination served by WestJet.

“If you are a former Big Brother or Big Sister, we invite you to share your most poignant and exciting adventure with your Little,” says Monika Paquette, BBBSC’s *Alumni* Director. “If you are not a former volunteer, but have a compelling mentoring adventure to tell, we invite you to share it with us to showcase the power of mentoring that shapes young lives. We are looking for the fun, little things that mean so much. Learning to ride a bicycle; catching your first fish on your first canoe trip, or teaching your teenager to drive are all good examples of mentoring adventures.”

The *Big and Little Adventures* campaign is part of a broad initiative by BBBSC to reconnect with its past volunteer mentors. Called Big Brothers Big Sisters *Alumni*, the program provides former Bigs with the opportunity to continue to experience many of the benefits of their involvement in mentoring children or youth.

There are thousands of inspiring *little* moments and *big* adventures out there, and Big Brothers Big Sisters wants to hear about them. By sharing their knowledge and experience, former Bigs and Canadians alike can inspire thousands of mentors and encourage more volunteers to step forward and help young people.

Former volunteers and people wishing to submit their most cherished mentoring adventure can do so by registering on www.bigadventure.ca and submitting a brief description of their mentoring exploit. Former Big Brothers and Big Sisters are also invited to get reconnected by registering as a member of BBBSC’s *Alumni*.

The *Adventures* campaign will culminate on September 18th with *Big Brother Big Sister Day* special events to showcase the power of youth mentoring at MINI Canada’s 25 retail locations across Canada.

Former and current Bigs and Littles, as well as people interested in supporting youth mentoring, are invited to attend *Big Brothers Big Sisters Day* events. Depending on the location, events will include car washes by Bigs and Littles, BBQs and MINI derbies. Information about participating MINI retailer locations and events is posted on www.bigadventure.ca.

“Supporting Big Brothers and Big Sisters not only feels good from a personal perspective, but it’s also a great fit for our brand,” said John Cappella, Director, MINI Canada. “MINI represents youthfulness, fun and excitement. What better way to be

MINI than by doing something fun for kids? We're delighted that our retailers have responded with such enthusiasm to this program."

"If you've had a profound mentoring experience, or have ever been part of BBBSC in any way, we invite you to submit your adventure and celebrate your experience as a mentor," says Paquette. "The work of our volunteers – past and present – is critical to helping today's children and youth in need of a mentor."

About Big Brothers Big Sisters Alumni

Launched in 2006, Big Brothers Big Sisters *Alumni* is dedicated to strengthening ties to past and current Big Brothers and Big Sisters and creating a powerful base of support to better serve the mentoring needs of Canadian children and youth. BBBS *Alumni* currently has more than 15,000 members with a target of reconnecting with 100,000 former volunteers by the organization's centennial anniversary in 2013.

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 138 agencies serving over 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. Learn more about Big Brothers Big Sisters Canada by visiting <http://www.bigbrothersbigsisters.ca>.

About MINI

MINI Canada is a division of BMW Group Canada. BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country. Learn more about MINI Canada by visiting www.MINI.ca.

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