

PRESS RELEASE

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For Immediate Release**

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COME HAVE A BALL BOWL FOR KIDS SAKE BOWL-A-THON RETURNS IN MARCH

Agency Seeks Sponsors and Bowlers for 25th annual Fundraising Event

Painesville, Ohio, January 26, 2010 – Big Brothers Big Sisters of Northeast Ohio announces that its annual Bowl for Kids Sake Bowl-A-Thon will return to Sonny Lanes in Ashtabula on Sunday, March 14 at 4:00 p.m.; Ernst Lanes in Chardon on Sunday, March 21 at 1:00 p.m. and to Freeway Lanes in Mentor on Sunday, March 28 at 1:00 p.m.

This year marks the 25th year the non-profit agency has been holding the event. They are seeking both sponsors and bowlers and Corporate Champions – local business people who would promote and organize the event within their company. The agency is also encouraging those who have participated in the past to return and celebrate this milestone.

“Bowl for Kids Sake has been part of our organization for a quarter of a century,” says Tim Kehres, Executive Director of Big Brothers Big Sisters of Northeast Ohio. “I think its longevity is due to the fact that it’s one of those unique fundraisers that everyone can get involved with - young and old, families and friends, neighbors, co-workers and groups. Anyone can participate in this feel-good event and have a ball doing it.”

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Bowl For Kids' Sake
Big Brothers Big Sisters of Northeast Ohio cont.

According to Kehres, Bowl For Kids Sake is one of three fundraisers the agency holds each year. "We're a donor-based organization and generate over 50% of our own income. The funds we raise with Bowl for Kids Sake and our other events are the life blood of our agency. They enable us to continue to recruit, screen and support the matches and friendships we create between adult volunteers and the children that need them. It costs \$1,000 a year to make and support one Big/Little match. Bowl for Kids Sake can help make that happen."

How does Bowl for Kids Sake work? The concept is simple. A team captain puts together a team of four or five bowlers. Each bowler collects as many pledge dollars as possible - \$50 is the minimum amount that will be accepted to bowl. There will be a grand prize for the highest amount collected. Team captains can register their team on-line via the agency's website at www.bbbsneo.org; or they can contact the agency for registration and pledge forms. Bowlers are encouraged to add their pledges on-line, as can those wishing to support a team or individual.

"On-line registration and pledging are new for the agency this year. We're making the registration and pledging process as simple, quick and convenient as possible," says Kehres.

On the day of the event qualified bowlers will be treated to two hours of free bowling, food and beverages. There will also be prizes, giveaways and drawings held throughout the event.

Big Brothers Big Sisters asks that anyone interested in bowling, becoming a sponsor or Corporate Champion to contact the agency at 440-352-2526/1-800-222-2440 or log onto their website at www.bbbsneo.org for more information.

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Bowl For Kids' Sake
Big Brothers Big Sisters of Northeast Ohio cont.

Big Brothers Big Sisters is the oldest and largest youth mentoring organization in the US.

Big Brothers Big Sisters of Northeast Ohio is a non-profit organization that has been part of the local community for over 40 years. It provides mentors to children in Lake, Geauga and Ashtabula counties through several separate and distinct mentoring programs. The programs are available at no cost to the children and their families.

In their traditional "match" program, caring adult volunteers, age 18 and older, are matched with children, age six to 15, in one-on-one relationships. Mentors do not take the place of the parent(s) but provide another adult figure that offers consistent support and friendship. The agency also operates after-school programs in elementary schools for children in grades three to five. The programs are designed to help the children develop positive attitudes toward school, build self-esteem and have fun while improving their natural abilities and social skills. Big Brothers Big Sisters E CITY Lake County is a semester long entrepreneurship class that gives high school students the opportunity to create their own business and develop life skills under the guidance of a Business Mentor.

Independent studies have proven that children matched with a Big Brother or Big Sister are:

- 46% less likely to begin using illegal drugs
- 52% less likely to skip school
- 33% less likely to exhibit violent behavior

For children who participate in an after-school mentoring program:

- 64% have a more positive attitude toward school
- 58% get higher grades
- 60% improve peer relationships
- 64% develop higher levels of self esteem

The goal of Big Brothers Big Sisters is to provide a mentor to every child who needs and wants one.

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