



## **PRESS RELEASE**

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For Immediate Release**

**Contact: Lynne Strah  
Director of Marketing & Communications  
Days: (440) 352-2526  
E-mail: lstrah@bbbsneo.org**

### **BIG BROTHERS BIG SISTERS OF NORTHEAST OHIO BOWL FOR KIDS' SAKE BOWL-A-THON RETURNS IN MARCH**

*Agency Seeks Sponsors and Bowlers for annual Fundraising Event*

Painesville, Ohio, February 8, 2011 – Big Brothers Big Sisters of Northeast Ohio announces that its Bowl for Kids' Sake Bowl-A-Thon will return to Ernst Lanes in Chardon on Sunday, March 13 at 1:00 p.m.; to Freeway Lanes in Mentor on Sunday, March 20 at 1:00 p.m. and to Sonny Lanes in Ashtabula on Sunday, March 27 at 4:00 pm.

The agency is seeking both sponsors and bowlers to support this annual fundraising event.

“Bowl for Kids' Sake is one of those unique fundraisers that appeals to a broad range of people,” says Tim Kehres, Executive Director of Big Brothers Big Sisters of Northeast Ohio. “Everyone can get involved - young and old, families and friends, neighbors, co-workers and groups. In addition, the low-cost makes it so reasonable that anyone can participate in this feel-good event.”

According to Kehres, Bowl for Kids' Sake is one of three fundraisers the agency holds each year. “We’re a donor and volunteer-based organization which raises 50% of our own funding. The monies we receive from Bowl for Kids Sake and our other events enable us to continue to fulfill our mission - to recruit, screen and support the matches and friendships we create between adult volunteers and the children that need them. It costs approximately \$1,000 a year to make and support one traditional Big/Little match. Bowl for Kids Sake helps make that possible.”

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

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. Team captains can register their team on-line via the agency's website at [www.bbbsneo.org](http://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.

This year's event theme will be cosmic bowling. On the day of the event, qualified bowlers will be treated to two free games of bowling, food and beverages. There will be prizes for raising over \$500, a prize for the person raising the most money, a 50/50 raffle and door prizes at each event location. Tickets will be sold for a grand prize drawing.

Big Brothers Big Sisters asks that anyone interested in bowling or becoming an event sponsor to contact the agency at 440-352-2526/1-800-222-2440 or log onto their website [www.bbbsneo.org](http://www.bbbsneo.org).

Big Brothers Big Sisters of Northeast Ohio, is a donor and volunteer supported mentoring network that has been helping vulnerable children in Lake, Geauga and Ashtabula counties beat the odds for more than 40 years. Their programs, offered free of charge, include:

- the tradition "match" program that matches caring adult volunteers, age 18 and older, with children between the ages of six through 15
- after school mentoring programs that utilize high school student volunteers to mentor elementary school children in grades three through five one day a week after school
- lunch buddy mentoring which recruits senior citizens to mentor children in grades three through five in their elementary school during their lunch hour
- Big Brothers Big Sisters/ E City Lake County, an entrepreneurial/business class, that recruits local business men and women to mentor high school students enrolled in the class by offering guidance and advice as they create a business and produce a product or service
- Amachi Ohio, a specially designed program to help children of incarcerated parents

Big Brothers Big Sisters believes every child has the ability to succeed and thrive in life. Most children served by Big Brothers Big Sisters of Northeast Ohio are in single-parent households. The organization depends on donations to help conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships, key to successful mentoring.

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

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

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