



PRESS RELEASE

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For Immediate Release

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

30TH ANNUAL CHARITY GOLF CLASSIC HOSTED BY BIG BROTHERS BIG SISTERS and THE NEWS-HERALD CELEBRATES MILESTONE IN A BIG WAY

Community partnership benefits area children

Painesville, Ohio, May 10, 2011 -- On Tuesday, June 14, 2011 Big Brothers Big Sisters of Northeast Ohio, along with their long-time event partner The News-Herald, will be hosting their 30th Annual Charity Golf Classic at Little Mountain Country Club in Concord.

Founded with the intention of raising funds to support the increasing need for their mentoring programs, the Charity Golf Classic has grown into one of the area's premier golfing events that combines excellent amenities with a fun and entertaining environment.

This milestone event is open to the public. Fees for the event - \$187.50 for a single golfer and \$750 for a foursome – include a continental-style breakfast, round of golf, cart with state-of-the-art GPS scoring system, lunch at the turn; and a full Outback Steakhouse dinner complete with hors d'oeuvres and dessert.

Registration will begin at 9:30 a.m., and play will get underway at 11:00 am with a shotgun start.

To celebrate their 30th anniversary the organization has added a Super Raffle and a Silent Auction. Items to be raffled in the Super Raffle include a 32" HD TV, 4 rounds of 18 holes and an overnight stay at Quail Hollow Resort, a Browns recliner, a Lotto package and an iPad 32GB. The highlight of the silent auction is a Master's flag signed by Luke Donald and Dustin Johnson.

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BBBSNEO Charity Golf Classic Cont.

“We are very grateful and excited to mark our 30-year relationship with the News-Herald. It’s a true partnership that has continued to grow and benefit Big Brothers Big Sisters in so many ways,” says Timothy Kehres, Executive Director, of Big Brothers Big Sisters of Northeast Ohio. “We believe community partnerships like ours with the News-Herald make both of our organizations stronger; and we’re looking forward to the next 30 years.”

According to Kehres, this year’s event will be special. “Despite the economy, we’ve continued to thrive thanks to supporters like Fairmount Minerals and the News-Herald. We’re ready to celebrate and anticipate a record turn out,” says Kehres, “which is great for our event sponsors and our organization.”

Current sponsors for the event include The News-Herald, Fairmount Minerals, Activities Press, Pepsi Americas, Dan-Dee Potato Chips, Outback Steakhouse, Magnus International Group, Lake Health and Village Dodge. The non-profit agency raises 50% of its own funding through events like the Charity Golf Classic. Proceeds from the event will go directly to support the mentoring programs the agency offers to children in Lake, Geauga and Ashtabula counties.

To become a sponsor and/or register for the outing, golfers can log onto the agency website at www.bbbsneo.org and click on events or call 440-352-2526.

Big Brothers Big Sisters of Northeast Ohio, a non-profit donor-based volunteer supported organization, relies on fund-raising and donations to recruit, match, monitor, and support its volunteers. At present, the agency is in significant need of male volunteers and additional funding to be able to match the children on their waiting list with a Big Brother or Big Sister of their own. The Charity Golf Classic is one of three major fund-raisers the agency holds each year to generate funding. Big Brothers Big Sisters asks that businesses, corporations and individuals that would like to become event sponsors contact the agency as soon as possible for more information about the sponsorship opportunities that are still available.

Big Brothers Big Sisters is the oldest and largest youth mentoring organization in the US. Big Brothers Big Sisters of Northeast Ohio has been part of the local community for more than 40 years providing mentors to children in Lake, Geauga and Ashtabula counties through four separate and distinct mentoring programs. The programs include:

- the traditional “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 and offer guidance and advice as they create a business and produce a product

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

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BBBSNEO Charity Golf Classic 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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