

PRESS RELEASE

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For Immediate Release

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LOCAL ENTREPRENEURS TO SHARE THEIR SUCCESS STORIES WITH STUDENTS

2010—2011 Harvey High School Big Brothers Big Sisters / E City Lake County entrepreneurship class to get tips from the pros and make loan repayment presentations

Painesville, Ohio – December 20, 2010 – On Wednesday, January 5 Jennifer Pealer, owner of Jennifer & Co. salon and day spa in Mentor and John Gadd, president and CEO of flozio.com, will share their entrepreneurship experiences with the Big Brothers Big Sisters of Northeast Ohio E City Lake County business class at Harvey High School.

The talks will begin at 9:00 a.m. in the Harvey High School board room and will include tips on how to build a successful business in today's economic environment; as well as life skills and tools students can use to compete in a world-class marketplace.

According to Nell Rapport, Harvey High School business teacher who teaches the Big Brothers Big Sisters E City Lake County program, "Having entrepreneurs like Jennifer and John speak to my students is such a dynamic learning experience. Hearing about the passion an entrepreneur has for their business is something that students just can't learn from a textbook."

Following the talks and a question and answer session, this year's three entrepreneurship teams, who have developed their own unique businesses over the past semester, will present Big Brothers Big Sisters of Northeast Ohio with a check representing 75% of the loan each team was given to start their business. Tim Kehres, Big Brothers Big Sisters of Northeast Ohio executive director, will be present to accept the repayment checks.

"We're very proud of the students in this year's program", says Kehres. "They've used enthusiasm, creativity and the advice of their business mentors to develop very viable businesses and learn fiscal responsibility. The business mentors are also to be commended for sharing their time to make such an invaluable contribution to the program."

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Local Entrepreneurs share cont.

The culmination of this year's class will be a business plan competition to be held on Tuesday, January 18, where all three teams will present their business plans to a panel of judges. The judges, comprised of local business men and women, will determine which team will win the \$300 award.

Unlike other E City programs, the Big Brothers Big Sisters of Northeast Ohio E City Lake County program provides each business team with business mentors. The business mentors stay with their team, in the classroom and out, throughout the semester-long course to guide them and provide advice and direction. The program has been so successful that other E City programs are now adopting the Big Brothers Big Sisters approach to the class.

To learn more about Big Brothers Big Sisters of Northeast Ohio, to become a business mentor, to refer a child, or to become a Big Brother or Big Sister, log onto the agency's website www.bbbsneo.org or call 440-352-2526.

About Big Brothers Big Sisters of Northeast Ohio:

Big Brothers Big Sisters of Northeast Ohio, is a donor and volunteer supported mentoring network that has been providing mentors to children in Lake, Geauga and Ashtabula counties for more than 40 years. The 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 and offer guidance and advice as they create a business and produce a product

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. SAMHSA (Substance Abuse and Mental Health Services Administration) has given Big Brothers Big Sisters the designation of effective program for the prevention of drug and alcohol use by youth. The Office of Juvenile Justice and Delinquency Prevention has given Big Brothers Big Sisters the designation of Blueprint Program.

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

