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CONTACT:

Olivia Garrett

Big Brothers Big Sisters

Voice 804-261-4940 x 111

OGarrett@bigbrobigsis.com

<http://www.bigbrobigsis.com/>

Big Brothers Big Sisters to recruit "30 Bigs in 30 Days" during National Mentoring Month

Richmond, VA, December 12, 2017 – Local mentoring non-profit, Big Brothers Big Sisters Services, is recruiting new mentors for their "30 Bigs in 30 Days" campaign during National Mentoring Month in January 2018. The campaign is spearheaded by the organization's "Brotherhood of the Bigs" committee in order to recruit more men to mentor boys in the City of Richmond. More than 300 children are waiting to be matched to a mentor. Of these children, 75% on the waitlist are boys living in single-parent households.

"30 Bigs in 30 Days" will challenge adults to "Be Big" by committing to a one-to-one professionally supported mentorship. Recruitment activities will include several events at local businesses, including but not limited to, Southern Railway Taphouse in Shockoe Bottom, Chipotle in Carytown, and the Science Museum of Virginia. The organization will be on-site the University of Richmond versus the University of Dayton basketball game at the Robins Center on January 9th.

Mentors ("Bigs") make a one-year commitment and typically meet for at least one hour per week with their mentee ("Little"). The organization focuses on increasing academic achievement, building social skills, and creating healthy lifestyles. Bigs and Littles participate in diverse activities: Doing homework, passing a football, crafting, or learning a new skill together.

One mentorship match costs \$1,000 per year to provide on-going coaching and professional support on issues such as cultural competency and child safety. Adults who are interested but unable to commit to being a Big are encouraged to join Match Makers, a monthly giving circle, to find, match, and support new mentorships.

ABOUT

Big Brothers Big Sisters Services, Inc. serves more than 500 children in the community who face adversity through strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. When matched to a Big, 96% of Littles are less likely to skip school, 100% feel they have an adult they can turn to, and 98% understand the negative repercussions of alcohol, drugs, and violence. For more information visit our website or contact Olivia Garrett at OGarrett@bigbrobigsis.com.

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