

NEWS RELEASE

For immediate release

Friday, December 5, 2008

Calgary Area Children and Youth Celebrate the Holiday Season in a Big Way

Calgary, Alta. - The holiday season arrived in a "Big" way on Friday for children and youth from across the city at the Big Brothers and Big Sisters of Calgary and Area "Holiday Hoopla" celebration.

More than 150 children, youth, families and their volunteer mentors got into the holiday spirit by building gingerbread houses and going on an old fashion hayride! Of course much hoopla was made when Santa arrived bringing gifts for all of the boys and girls.

Attended by matched "Bigs" and "Littles" in Big Brothers and Big Sisters programs, along with children who are currently waiting to be matched with caring volunteer mentors, the annual celebration was held on Friday, December 5th at the Pineridge Community Centre.

"This event brings so much joy to so many. Our young people get to participate in this wonderful celebration with their Bigs and families, and our volunteers and staff get to share in the delight by watching the smiles and happiness on their faces," said Big Brothers and Big Sisters of Calgary and Area's Executive Director, Sharon Moore. "We believe that mentorship is magical as it has positive and lasting impact in the lives of children and youth. Being a part of this organization is about sharing a little magic; and tonight we are doing just that."

Events like the "Holiday Hoopla" celebration have a special purpose for those involved with Big Brothers and Big Sisters of Calgary and Area. "While this event gives our Littles and their Bigs a chance to connect, it's also an opportunity for us to let the children and youth on our waiting list know that we care about them while we work to find them a volunteer mentor," stated Moore.

More than 40 years old, Big Brothers and Big Sisters of Calgary and Area is a non-profit registered charity that was founded by the Canadian Progress Clubs of Calgary in 1994, through the merger of Aunts at Large, Big Sisters of Calgary and Uncles at Large. It is our mission to impact the lives of young people and volunteers through the power of mentoring. To do this we match children and youth who would benefit from a one-to-one relationship with caring volunteer mentors. In 2007-2008 we served more than 1,100 children and their families through our mentorship programs and services. To learn more about Big Brothers and Big Sisters of Calgary and Area, or to become a mentor, please visit www.bbbscalgary.com or call (403) 777-3535.

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