

March 28, 2009

FOR IMMEDIATE RELEASE

NEWS RELEASE

2nd Annual Big Snow Blast Benefits from Recent Snowfall

Calgary, March 28, 2009 – More than 500 Big Brothers, Big Sisters, Little Brothers, Little Sisters, Mentors and Mentees, along with the general public filled the hill on Saturday night in celebration of mentorship and the dedication of the Canadian Progress Club – Calgary Bow River at the Second Annual **BIG SNOW BLAST**.

Canada Olympic Park was the place to be on Saturday, March 28, 2009 from 6 to 9 PM as Big Brothers and Big Sisters of Calgary and Area stakeholders and supporters gathered to celebrate and take advantage of the recent snowfall. The Greg Cockerill Band provided live music for guests to ski and snowboard to, and the WinSport Canada Extreme Team performed tricks to awe the crowd.

Of the more than 500 guest who took part in Big Snow Blast, approximately 220 of them were Big Brothers and Big Sisters' families and volunteers who got to ski and snowboard for free because of the generosity of the Canadian Progress Club – Bow River who donated the cost of the lift tickets for these participants.

At the event the Canadian Progress Club's significant time, dedication and financial support of Big Brothers and Big Sisters of Calgary and Area was recognized and celebrated. In 2008/09 alone, Canadian Progress Club – Calgary Bow River has given more than \$100,000 to further the mentoring programs and services of Big Brothers and Big Sisters of Calgary and Area.

"Big Snow Blast truly is a celebration of mentorship. It brings together in a fun and active way our Bigs, our Littles, the families we serve and those who play such an important role in our ability to serve more young people through mentorship, the Canadian Progress Club – Calgary Bow River," says Big Brothers and Big Sisters of Calgary and Area Executive Director Sharon Moore. "Thanks to the dedication and generosity of Canadian Progress Club Members past and present, we are able to provide quality mentoring programs to more than 1,100 children and youth throughout Calgary, Cochrane, Airdrie and High River."

The 2nd Annual Big Snow Blast is generously sponsored by:



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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.

Canadian Progress Club – Calgary Bow River has considerably assisted to the growth of Big Brothers and Big Sisters of Calgary and Area by donating more than \$100,000 in 2008-2009. In addition to their financial contributions, many members continue to be volunteer Mentors and 'Bigs' with BBBS. They also host, sponsor or assist with numerous fundraising events throughout the year on behalf of Big Brothers and Big Sisters of Calgary and Area.

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For more information about the BIG SNOW BLAST, Canadian Progress Club – Calgary Bow River or Big Brothers and Big Sisters of Calgary and Area, please contact:

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