



FOR IMMEDIATE RELEASE

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BBBS Contact: Bella Costa

Phone: 850.433.5437

E-mail: bcosta@bbbsnwfl.org

Help the Littles of Big Brothers Big Sisters of Northwest Florida Make Big Strides this Holiday Season

Pensacola, Fla.—As an organization driven by one-to-one connections, Big Brothers Big Sisters of Northwest Florida (BBBSNWFL) has had to adapt in many ways due to the COVID-19 pandemic. As everyone adjusts to this world no one could have predicted, it has been a challenge for the strongest. Throughout holiday season, BBBSNWFL is asking for support to help their Littles take bold steps.

The Bold Steps Campaign will provide the additional means to train and support the youth and volunteers as they face numerous issues in a complex and changing world. These issues include changing family structures, mental health issues, homelessness, bullying, poverty, and low self-esteem, creating a greater need for bigger, bolder steps to influence positive change.

It's time for all of us to come together to support the youth in our community. These Littles have incredible potential, and now is the time to help defend it. Your gift to help Big Brothers Big Sisters this holiday season can make a big difference in a Little's future.

"No one could have anticipated the challenges we're facing today." Stated Paula Shell, president & CEO. "Despite social distancing, we are committed to keeping our Bigs and Littles connected through technology and increased support. And, as the needs of our littles continue to grow, so must our response and resources to step in and create lasting, meaningful change. It all starts here."

If kids have a caring adult to turn to when life gets hard, it makes all the difference. That's why programs like Big Brothers Big Sisters are essential now, more than ever. Your gift helps the agency continue to innovate new ways to virtually connect current matches and support the growth of the organization through new matches.

To make a gift during these times when it is needed most you can visit bit.ly/BBBSNWFL. All funds raised will go towards the Bold Steps Campaign and all donors will be recognized on the Defenders of Potential wall in the BBBSNWFL Pensacola home office.

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Big Brothers Big Sisters of Northwest Florida has been the area's leader in one-to-one mentoring for 30 years by serving children ages 5-18. Our mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Last year, Big Brothers Big Sisters of Northwest Florida served 646 children in Northwest Florida.

Big Brothers Big Sisters of Northwest Florida
1320 Creighton Road
Pensacola, Fl. 32504
850-433-5437 | bbbsnwfl.org
marketing@bbbsnwfl.org

