



‘One Year 100 Men’ Campaign Addresses Severe Shortage in Niagara

(Niagara, ON) September 28 – At a press conference held at White Oaks Conference Resort today, Big Brothers Big Sisters (BBBS) agencies in Niagara announced a campaign which addresses a severe shortage of Big Brothers in Niagara.

The campaign titled “One Year 100 Men” was unveiled and has been designed to recruit 100 men in the Niagara Region to take the challenge and become a Big Brother.

“There is a severe shortage of Big Brothers in Niagara. More than 250 boys in Niagara, enough for almost 30 baseball teams, are waiting for Big Brothers,” said Jon Braithwaite, Executive Director of BBBS in Niagara Falls.

Dale J. Davis, Executive Director, BBBS in St. Catharines and Thorold district was also at today’s announcement to speak to the campaign. “Since 1937, Big Brothers Big Sisters has been matching children from single-parent families with one-to-one adult mentors. As the number of single-parent families rises in Niagara, the call for additional adult mentors intensifies; this is where the need for 100 Big Brothers comes into play.”

Currently, the average wait-time for boys to be matched with a Big Brother is 12-14 months, and some boys can wait up to two years.

Two years is too long, and the campaign for 100 Big Brothers will encourage men in Niagara to accept the challenge and help address our current crisis,” added Braithwaite.

He went on to say, “Being a Big Brother doesn’t have to take a lot of time. It can fit everyone’s schedule, whether it’s two hours a week or two hours a month. These boys need mentors, and we need (more than a few) good men to come forward and make a difference now. We also encourage organizations to come-on board and challenge their employees to see how many Big Brothers they can recruit.

Fundraising is important, but “friend-raising” is too”

The campaign for 100 Big Brothers starts now and will continue through to September of 2008. Participating agencies include: Greater Fort Erie; Niagara Falls; St. Catharines, Thorold and District.

Those interested in becoming a Big Brother can learn first-hand what it takes to get involved by visiting www.1year100men.com.

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