



FOR IMMEDIATE RELEASE

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Big Brothers Big Sisters of Northwest Florida want you to make a Big resolution during National Mentoring Month

Pensacola, Fla.—January is National Mentoring Month and Big Brothers Big Sisters of Northwest Florida (BBBSNWFL) is asking you to take a bold step and make a Big resolution this year. As everyone adjusts to this world no one could have predicted, it has been a challenge for the strongest. Throughout the month of January, we must all come together to support the youth in our community. These Littles have incredible potential, and now is the time to help defend it.

There is no better way to start the 2021 year than with an impactful resolution. BBBSNWFL is challenging for you to resolve to do something important and necessary within your community. What if you can make a resolution worth keeping and one that defends and empowers the potential of youth? Take the challenge to become a Big Brother or Big Sister during a time when these children need you the most.

“No one could have anticipated the challenges we’re facing today.” Stated Paula Shell, president & CEO. “1 in 3 kids will grow up without a mentor and we have over 100 Littles on our waiting list, the majority being in Escambia and Santa Rosa counties.” “Our services are essential, and we need your help to ensure every child in Northwest Florida gets the chance to succeed.”

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 critical, now more than ever. The common misunderstanding is that becoming a Big Brother or Big Sister is a large time commitment and that is not true. The expectation is for Bigs to engage with their Littles two times a month with weekly contact. Under today’s circumstances, many Bigs have even found fun and creative ways to engage with their Little through technology. Many Bigs can attest that this isn’t seen as extra time. Their Little becomes a part of their life and family. Many times changing the Big’s life for the better as well.

If you are interested in learning more about how you can get involved visit bbbsnwfl.org or call 850-433-5437. Now more than ever, these Littles need you to take a bold step and start your year off in a Big way. Be the change a child needs in 2021.

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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.



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