



## FOR IMMEDIATE RELEASE

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### **Big Brothers Big Sisters of Northwest Florida Looking for 30 Bigs in 30 Days During March Matchness 2021**

Pensacola, Fla. – Big Brothers Big Sisters of Northwest Florida (BBBSNWFL) has launched their March MATCHness recruitment campaign. Throughout the month of March, BBBSNWFL is aiming to recruit 30 Bigs in 30 days to help fill their bracket and match new mentors with local youth from Pensacola to Panama City.

“March is one of our favorite months at Big Brothers Big Sisters,” says BBBSNWFL CEO and president Paula Shell. “To be able to recruit new volunteers in a fun and creative way makes sharing our message even better. Fill our bracket and be one of 30 new Bigs to dribble into a relationship with a Little. They need us now, more than ever!”

To play off the National Collegiate Athletic Association’s (NCAA) March Madness basketball tournament, BBBSNWFL has created this fun campaign to recruit mentors for its life-changing mentoring programs. This is the perfect time to ramp up volunteer recruitment efforts as there are almost 100 children who are currently waiting for their Big Brother or Big Sister. Approximately 70% of the waiting list are boys, so there is a critical need for strong, caring, and supportive male mentors as many of the boys come from a single-parent household. Throughout the past year, children have been challenged in many ways, which is why BBBSNWFL needs mentors to provide consistency and stability for Northwest Florida children.

The biggest misconception with becoming a mentor at Big Brothers Big Sisters is the time commitment. BBBSNWFL requires in-person contact with your Little 2-4 times a month and a weekly touchpoint via call, text, email, etc. Virtual contact is also acceptable as we continue to navigate through the COVID-19 pandemic. A Little can be easily incorporated into the Bigs’ everyday life! Now is the time to be the game-changer in a child’s life.

Anyone interested in becoming a Big can visit the BBBSNWFL website at [bbbsnwfl.org/get-involved/](https://bbbsnwfl.org/get-involved/) or by calling 850-433-5437 for Escambia/Santa Rosa/Okaloosa/Walton Counties or 850-763-5437 for Bay County.

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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. To learn more about Big Brothers Big Sisters of Northwest Florida, please visit [bbbsnwfl.org](https://bbbsnwfl.org).

# MARCH MATCHNESS

30 BIGS. 30 DAYS. JOIN THE TEAM.



[bbbsnwfl.org](http://bbbsnwfl.org)

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