



MEDIA RELEASE

August 26, 2022

## **JOIN BIG BROTHERS BIG SISTERS THIS SEPTEMBER IN CELEBRATING THE POWER OF MENTORSHIP**

August 26, 2022 (Niagara, ON) - Big Brothers Big Sisters agencies from across Niagara will be kicking off this monumental month with a flag raising ceremony at the Niagara Region on September 1, 2022.

September is Big Brothers Big Sisters month across Canada. Across Canada, there are over 102 agencies offering free and inclusive programs and services to more than 1,100 communities. A number of activities will be happening locally throughout Niagara to build awareness and support for the impactful mentoring programs and services offered by Big Brothers Big Sisters agencies.

For 85 years, Big Brothers Big Sisters has been making a meaningful difference in the lives of vulnerable youth in Niagara through their mentoring programs. For both Big and Little, the mentoring experience becomes a life-changing relationship built on friendship, empowerment, and trust. Mentoring is an important way to give young people experience with these essential back-and-forth relationships, helping them develop into healthier young citizens who are better able to deal with and overcome life's adversities. Young people with mentors are more likely to graduate from high school, go to university, secure full-time employment and have on average higher incomes than those who do not have a mentor.

"Big Brothers Big Sisters month is an amazing opportunity to celebrate the impact that mentorship has on children and youth," said Erin Graybiel, Executive Director of Big Brothers Big Sisters of North and West Niagara. "So many people in the community have experienced and understand the power of mentorship, and how life-changing it is to have adults that support and care for you. Igniting the potential of vulnerable young people is at the core of what we do. We are proud of the reputation and immeasurable impact we have in the community."

Now more than ever, Big Brothers Big Sisters needs your support! Big Brothers Big Sisters is an essential non-profit that enables children and youth who are facing adversity in their lives to realize and reach their full potential. The agencies rely on support from individuals and businesses in the community to operate. Community members are encouraged to get involved with Big Brother Big Sisters by becoming a volunteer, donor or fundraiser for the agency.

"The last few years have been difficult for many children, youth and families in Niagara. Big Brothers Big Sisters programs and services assist children and youth in recovering from the impacts of social isolation and help them rebuild their confidence," said Sarah Ludberg, Executive Director of Big Brothers Big Sisters of South Central Niagara. "Big Brothers Big Sisters month provides an excellent opportunity for our team to increase community awareness about our programs and services, as well as about our diverse volunteer opportunities. With many young people waiting for Mentors across Niagara and referrals for our services expected to increase as the school year gets underway, we encourage the community to reach out and learn about the many ways they can help. From mentoring a young person, to volunteering in support of our fundraising efforts, there are numerous ways you can help."



Media and Community Members are invited to join Big Brothers Big Sisters agencies from across Niagara at their flag-raising ceremony on **Thursday September 1, 2022 at 12:00pm at Niagara Region, 1815 Sir Isaac Brock Way, Thorold, ON L2V 4T7.**

**Other September activities include:**

- September 10<sup>th</sup> Big and Little match event at Niagara Rowing School (invite through the agency).
- The Mom Market Collective Inc. Niagara at Jackson-Triggs Winery on Saturday September 17<sup>th</sup> with donations in lieu of entry fees being accepted for Big Brothers Big Sisters agencies across Niagara.
- Third party Fundraiser hosted by Dragon's Eye Consulting (BBBS NWN).
- West Lincoln Flag Raising, September 1<sup>st</sup> at 10am.
- Town of Lincoln Flag Raising, Friday September 23<sup>rd</sup> at 10am.
- Port Colborne HarvestFest on Saturday, September 24<sup>th</sup> (BBBS SCN)
- Safari Niagara Customer Appreciation Days on Saturday, September 24<sup>th</sup> (BBBS SCN)
- Niagara on the Lake Flag Raising, Monday September 26<sup>th</sup> at 10am.

**LEARN MORE ABOUT THE NIAGARA AGENCIES:**

Big Brothers Big Sisters of North and West Niagara  
905 646 3230

<https://nwniagara.bigbrothersbigsisters.ca/>

Serving: St. Catharines, Thorold, Niagara on the Lake, Grimsby, Lincoln, West Lincoln.

Big Brothers Big Sisters of South Central Niagara

905 735 0570 or 905 357 5454

[www.bbbsinniagara.ca](http://www.bbbsinniagara.ca)

Serving: Niagara Falls, Welland, Fort Erie, Port Colborne, Wainfleet and Pelham.

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