

PRESS RELEASE



Big Brothers Big Sisters
of Central California

Little Moments. Big Magic.™

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Contact: Shauna Goodman
sgoodman@bigs.org

Office: (559) 268-2447
Cell: (559) 259-8767

Little Brother To Throw First Pitch

Big Brothers Big Sisters and Fresno Grizzlies partner for July 17th game

WHEN: Saturday, July 17

TIME: 6:30 p.m. (time match will meet)

WHERE: Courtesy booth, behind home plate,
Chukchansi Park, 1800 Tulare Street

Fresno, CA – Before meeting Big Brother Victor, Damian was a shy 9 year old who struggled with his self-esteem. After almost a year of being encouraged and mentored by Victor, Damian has made amazing progress, according to their Match Support Specialist.



“There is no way Damian would have had the confidence on his own to throw the first pitch on Saturday without all of the encouragement Victor has given him over the past several months,” says Match Support Specialist Deanna Ramirez. “He has really helped Damian to believe in himself.”

Accompanying Victor and Damian at the game will be 14 other Big Brothers Big Sisters matches, thanks to the generous ticket donation of the Fresno Grizzlies.

The organization will also be showcasing its “Text to Give” campaign for the first time on a local level. Grizzlies fans will have the opportunity to respond to on-screen prompts to text a \$5 donation to the local organization. To do so, they can text BIG to 40579.

For more information, contact Shauna Goodman at (559) 268-2447.

About Big Brothers Big Sisters of Central California

Big Brothers Big Sisters of Central California exists to increase education levels, strengthen families, and increase positive youth development through one to one caring relationships. Since 1969, the agency has successfully served over 9,500 children in the Central Valley. Local statistics show that of the children matched with a mentor through our agency, 95% improve in academic performance, 91% are more prepared for school and 100% experience a boost in self confidence.

The organization depends on donations to help recruit volunteers and reach more children. Funding is used to conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships. Big Brothers Big Sisters is proven to improve children's odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and breaking negative cycles. For more information, go to www.bigs.org.

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www.Bigs.org

Fresno County:
905 N. Fulton St.
Fresno, CA 93728
(559) 268-2447 Phone
(559) 268-1006 Fax

Kern County:
1212 18th Street
Bakersfield, CA 93301
(661) 900-1222 Phone
(mail to Fresno)

Kings County:
520 W. Lacey Blvd. Ste 3
Hanford, CA 93230
(559) 582-4583 Phone
(559) 582-1534 Fax

Madera County:
2300 W. Industrial Ave.
Madera, CA 93637
(559) 673-4863 Phone
(559) 673-2718 Fax

Tulare County:
948 N. “H” Street, Ste 2
Tulare, CA 93274
(559) 687-1108 Phone
(559) 687-8392 Fax