



Big Brothers Big Sisters
of Central California

Little Moments. Big Magic.™

PRESS RELEASE

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Certified Ad Services teams up with Big Brothers Big Sisters

FRESNO, CA - Big Brothers Big Sisters of Central California and the team at Certified Ad Services have joined forces in the effort to help our community's children reach their full potential. For every large format printing order in the month of June, 5% will be donated to the organization.

These funds will be used to match a federal grant that helps to provide mentors to children who have an incarcerated parent. The Big Brothers Big Sisters program is proven to have a long-term impact on the children it serves national research shows that as adults, children who were matched with a mentor through Big Brothers Big Sisters confirm the long term impact of our program:

- 90% agreed that their Big made them feel better about themselves
- 81% said their Big helped to change their perspective of what they thought possible
- 65% felt that their Big helped them to reach a higher level of education than they thought possible
- 84% state that their Big taught them the importance of helping others

"Children are more apt to be open to life changes and I feel it's important to connect potentially vulnerable children to mentors that guide them to constructive choices and lifestyles, allowing them to become productive adults." Tom Speck, President, Certified Ad Services

About Certified Ad Services

Certified Ad Services is a 24-hour, full-service printing & marketing company that employs 160 highly trained associates that take care of a wide variety of projects, all in-house; heatset web printing, mailing, bindery, ad and web design, digital and wide format printing and more.

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

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

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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