



FOR IMMEDIATE RELEASE

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Big Brothers Big Sisters of Northwest Florida launches license plate campaign with Escambia County Tax Collector's Office

PENSACOLA, Fla. – Big Brothers Big Sisters of Northwest Florida is partnering with the Escambia County Tax Collector's Office to promote the sale of their specialty license plate. A portion of the proceeds for each sale will be donated to the agency.

Big Brothers Big Sisters of Northwest Florida matches at-risk youth with caring adult mentors. The mentors, also called Bigs, provide their mentees, called Littles, with both emotional support and schoolwork assistance. The program reaches beyond improving grades – it also improves life outcomes. Last year, of all the Littles matched six months or longer, 97 percent remained crime free, and 88 percent maintained or improved their school attendance.

In Escambia County, there are currently more than 250 active matches. "It costs about \$3 a day to support each match," says Big Brothers Big Sisters of Northwest Florida President and CEO Paula Shell. "One way the community can help offset these costs is to purchase our license plate. A portion of the proceeds come to the agency and help us support matches and perform vital duties like background screenings, volunteer recruitment, and training."

"The purchase of a Big Brothers Big Sisters specialty license plate is an investment in our community and the ability of a child to succeed in life," says Escambia County Tax Collector Scott Lunsford.

Big Brothers Big Sisters of Northwest Florida has been the area's leader in one-to-one mentoring for 29 years by serving children ages 6 to 18. Our mission is to provide children facing adversity with strong and enduring, one-to-one relationships that change their lives for the better, forever. Last year, Big Brothers Big Sisters of Northwest Florida served 616 children in Northwest Florida.

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Photos attached.