

**FOR IMMEDIATE RELEASE**

October 1, 2018

BBBS Contact: Maura Little  
Phone: (850) 433-5437  
E-mail: [mlittle@bbbsnwfl.org](mailto:mlittle@bbbsnwfl.org)

**Big Brothers Big Sisters of Northwest Florida Unveils New Brand Positioning Aimed at Volunteer Recruitment**

**Pensacola, Fla.** – Big Brothers Big Sisters of Northwest Florida along with more than 270 Big Brother Big Sisters affiliates across the country, today unveiled a new, modern look and brand repositioning with a goal of recruiting more diverse volunteers.

“The need in Northwest Florida for mentors is more urgent than ever,” said Paula Shell, President and CEO of Big Brothers Big Sisters of Northwest Florida. “We hope that this brand transformation will bring in new mentors from all walks of life.”

From Pensacola to Panama City, there are over 100 children waiting to be matched with a mentor. At any given time, about 70 percent of the children waiting are boys. A major goal of the new brand is to recruit male volunteers.

After months of research, Big Brothers Big Sisters of America found that the brand was not effectively connecting with younger, prospective mentors or conveying the urgency of this agency’s mission. The organization is intentionally pivoting from messages of the importance of mentoring, to messages of the urgent need for the adults in the community to step up to defend the potential of every child.

The brand repositioning and new look are just the beginning. In the coming year, Big Brothers Big Sisters of Northwest Florida will transition to a new, modern, nationwide technology system, participate in new training, refocus the brand, and celebrate 30 years of serving children in Northwest Florida.

If you’d like to learn more about the new brand positioning, the logo, messaging, or how to get involved, visit [bbbs.org/bigpotential](http://bbbs.org/bigpotential).

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.

###

Photos & Videos Attached.

