



FOR IMMEDIATE RELEASE

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Big Brothers Big Sisters of Northwest Florida Celebrate National Mentoring Month throughout January!

Pensacola, Fla. - January is National Mentoring Month, and Big Brothers Big Sisters of Northwest Florida (BBBSNWFL) is celebrating those who are already volunteering as mentors and recruiting more mentors, also known as Bigs.

Every January, people all over the world make a New Year Resolution. This year, Big Brothers Big Sisters of Northwest Florida is challenging you to resolve to do something important and impactful within your community. What if you can make a resolution worth keeping and one that defends potential? Take the challenge to become a Big Brother or Big Sister today.

"1 in 3 kids will grow up without a mentor," said Big Brothers Big Sisters of Northwest Florida President & CEO, Paula Shell, "and we have over 140 Littles on our waiting list with the bulk of them being in the Escambia and Santa Rosa County area."

One way to ensure these Littles are able to reach their full potential is for more adults to step up and volunteer to become Bigs. The common misunderstanding is that becoming a Big is a huge time constraint and commitment. The expectation is for Bigs to engage with their Littles two to four times a month with weekly contact. Most Bigs will tell you this isn't seen as extra time. They bring their Little with them to do everyday activities, such as shopping, playing basketball, or visiting the library. Your Little becomes a part of your life. Your Little becomes a part of your family.

Throughout the month, BBBSNWFL will be posting on Facebook, Instagram and Twitter and we ask that you help spread the word. Please share any BBBSNWFL social media posts with your friends and family to help further spread this message. If you know someone who would be a great Big Brother or Big Sister, tag them and tell them why! It is their time to make a difference!

Big Brothers Big Sisters of Northwest Florida has been the area's leader in one-to-one mentoring for 30 years by serving children ages k-18. Our mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Last year, Big Brothers Big Sisters of Northwest Florida served 660 children in Northwest Florida.

To learn more about Big Brothers Big Sisters of Northwest Florida, please visit bbbsnwfl.org.

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NATIONAL MENTORING MONTH

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