

FOR IMMEDIATE RELEASE

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Big Brothers Big Sisters of El Dorado County Teams Forming for Bowl for Kids' Sake

Placerville, CA, February 4, 2012 – Experienced bowlers, weekend warriors, and bowling newbies will all come out for the annual Bowl for Kids' Sake event for Big Brothers Big Sisters of El Dorado County. This year's event is Saturday, Saturday, April 21, 2012, and will be held at two locations – Folsom Bowl, 511 East Bidwell Street, Folsom from 3:00-5:00 pm, and Knotty Pines Lanes, 2667 Sanders Drive, Pollock Pines from 2:00-4:00. This is a family-friendly event and everyone is welcome.

Bowling teams generally consist of groups of friends, family, co-workers, and other supporters of Big Brothers Big Sisters of El Dorado County. The festivities this year will include 2 games of bowling, music to get everyone moving, pizza and beverages to fuel the bowlers, and prizes for top fundraising and bowling scores.

Big Brothers Big Sisters of El Dorado County's Executive Director, Judy Knapp, is looking forward to connecting with everyone at the event. "This is a Big Brothers Big Sisters signature fundraiser, and one of our most important events of the year. Throughout the country, local BBBS agencies are organizing Bowl for Kids' Sake to raise badly needed funds for our programs. Because 100% of the proceeds go directly to our agency, bowlers can take joy in knowing they are directly supporting a Big/Little match right here in El Dorado County. Plus it's a really fun event that promotes community connection through fun and friendly competition while sharing their support for the important mentoring opportunities that Big Brothers Big Sisters provides. It's a great chance for companies to foster coworker team-building, for families to spend quality time together, or for new and old friends to strengthen their friendships – all while supporting a great cause. And of course, we'll have plenty of Bigs and Littles there showing us the benefits of the program live and in person. Everybody wins!"

Bowling teams are forming now, and signing up is easy. Visit www.mentors4youth.org or call 530-626-1222 for more information.

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About Big Brothers Big Sisters of El Dorado County

Big Brothers Big Sisters is an affiliate of Big Brothers Big Sisters of America. During the past 30+ years they have provided positive role models for thousands of children. Through one-to-one mentoring relationships, youth are given support and opportunities that help them grow into confident, competent and caring adults.