



FOR IMMEDIATE RELEASE

March 1, 2024

Bigs Launches “Erase the Wait” Campaign

TRAVERSE CITY – Big Brothers Big Sisters of Northwestern Michigan (Bigs), the leading youth mentoring organization in the U.S., is excited to announce the launch of the volunteer recruitment campaign, “Erase the Wait” with the goal of recruiting 60 new volunteers, we are determined to make a significant impact in erasing the waitlist and providing much-needed mentorship to children in our community.

The “Erase the Wait” campaign is a response to the growing demand for youth mentorship and the increasing number of children on our waitlist. Every child deserves a positive role model who can guide and support them in their personal, academic, and emotional growth. By joining our campaign, volunteers will have the opportunity to empower children, change lives, and make a lasting difference in our community.

In a statement, Bigs’ CEO, Cecilia Chesney said, “We are excited to launch the ‘Erase the Wait’ campaign and invite individuals who share our passion for empowering the next generation to join us. By becoming a volunteer mentor, you have the power to shape a child's future and create a positive impact that will last a lifetime. Together, we can erase the waitlist and provide hope and guidance to so many deserving children.”

Volunteer mentors play a crucial role in providing guidance, support, and friendship to children facing serious challenges. As a mentor, you will have the opportunity to engage in meaningful activities, offer emotional support, and help your mentee develop necessary skills for a successful future, all while having fun.

Join Bigs from 5-7:00pm on Thursday, March 14th at MiddleCoast Brewing Company to connect with the Bigs' team and other volunteer mentors to socialize, share experiences and learn more. Free for all to attend. Light appetizers and first round of drinks will be provided.

If you are unable to attend, we encourage you to visit [Bigsupnorth.com/volunteer](https://bigsupnorth.com/volunteer) or call 231.642.9124.

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