



**Big Brothers Big Sisters of Ithaca & Tompkins County**

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**For Immediate Release:**

**Big Brothers Big Sisters starts new year with a BIG goal**

*Mentoring organization is recruiting 75 new volunteers to defend potential.*

**Ithaca, NY** – January is National Mentoring Month. All across the country Big Brothers Big Sisters agencies are celebrating those who are already volunteering as mentors (“Bigs”), as well as recruiting volunteers.

Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers (“Bigs”) and children (“Littles”), ages 6 through 14 in communities across the country. BBBS develops positive relationships that have a direct and lasting effect on the lives of young people. Locally, Big Brothers Big Sisters of Ithaca & Tompkins County, a program of the Ithaca Youth Bureau is choosing to honor the IYB’s 75<sup>th</sup> anniversary with the *big* goal of recruiting 75 new mentors!

“National Mentoring Month is the perfect time to kick off this campaign, as we highlight and thank our current Bigs” said David Menard, Match Support Specialist. “We have so many amazing Bigs in our community AND we have many kids who are still waiting to be matched. We know Ithaca has a wealth of great volunteers who can make this commitment to kids in our community.”

Right now, Big Brothers Big Sisters of Ithaca & Tompkins county has an urgent need for volunteers. Menard says, “Specifically, there is a high need for male-identified Bigs, Bigs of color, and Bigs who have a car (to reach some of the more outlying areas). We focus on making high-quality matches and need a larger pool of volunteers to do this.”

More than 75 youth in Tompkins County are waiting to be matched with a Big, the majority of which are boys. The only way to ensure they get matched is for more adults to step up and volunteer to become Bigs. Being a Big means committing to spending a couple hours a week for one full year with a Little. Matches spend time doing things all sorts of things, often based on a shared interest such as; playing basketball, doing arts and crafts, taking a hike, or learning how to cook.

You can learn more about the program by following Big Brothers Big Sisters of Ithaca on Facebook and Instagram and checking out their website. Throughout the month, Big Brothers Big Sisters is encouraging followers to tag a friend who would be a great Big!

For more information or to apply:

Website: [www.bbbsithaca.org](http://www.bbbsithaca.org)

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