

Immediate Release

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**Bowling Teams Needed for Bowl For Kids' Sake 2010**

**Sports** is the theme for Big Brothers Big Sisters' biggest fundraiser of the year.

The bowl-a-thon will be held Friday, March 12, from 5-6 p.m. at Bel-Mar Lanes in Sidney, and Sunday, March 14, from 12-4 p.m. at Bel-Mar Lanes in Sidney and Mc Bo's Lanes in Versailles. The festive atmosphere will again feature glow-in-the-dark bowling lanes, pins, and bowling balls. We also have a great line up of prizes such as two airline tickets compliments of Airtran, weekend get away in Cincinnati, and much more.

Due to the continued growth of the agency and the large demand for mentoring services in the two county areas, the Board of Trustees felt strongly about setting the goal at \$45,000 for the 2010 fundraising event. The money raised goes directly towards establishing one-to-one mentoring relationships between caring adults and kids in need. Last year alone the agency served over 500 children within Shelby and Darke County. All funds stay in the county in which they are raised!

The agency aims to recruit 90 teams this year. Participation is open to the public and community members are asked to form 4-5 member teams. Each team member collects donations and comes out to bowl a game and join the party the day of the event. Plenty of free snacks & pizza, free bowling, and great door prizes are available throughout the event.

The minimum to participate is \$40 and gets you in to the party and t-shirt. We are challenging each bowler to raise \$100. "We're confident that bowlers can raise \$100, and we are ready to distribute ideas and resources to help bowlers achieve their goals," added a BBBS spokesperson. "For instance, gather four co-workers and form a team, then talk your boss into matching the amount your team raises." "Or what about encouraging your office to have a Brown Bag Lunch Day and everyone donate what they would have spent on that meal to your team?"

For those who like a little friendly competition, BBBS will help employees who want to start their own team and "challenge" another business in town. We will send the business a "Challenge" letter and if they accept, publicize how each business is doing in their fundraising efforts. In the past we have had businesses participate and hold competitions between their branch locations to gauge which location could collect the most money.

Dress in your favorite team sports attire to add fun to the event!

Businesses can get involved through one of our many sponsorship options or by sponsoring an employee team. All corporate sponsors' names are announced throughout the day.

If you are interested in forming a team or getting involved as a company, Bowl for Kids' Sake registration is easy; you can call our office at 937-492-7611 or 547-9622 to get a form, or go directly on-line to [www.bigbrobigsis-shelby-darke.org](http://www.bigbrobigsis-shelby-darke.org) for team forms or corporate team option.

Bowl for Kids' Sake is a nationally recognized event, and almost 700 agencies across the county participate and hold the event. Big Brothers Big Sisters evaluates its effectiveness and impact on a national and local level. Results show that children who are mentored are more likely to improve in school and in their relationships with family and peers and are less likely to skip school or use illegal drugs or alcohol.

