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FOR IMMEDIATE RELEASE

### **Big Brothers Big Sisters Holds Barbershop Campaign to Recruit African-American Men**



AUSTIN, TX - Big Brothers Big Sisters of Central Texas recently partnered with local African-American fraternity, Alpha Phi Alpha and area barbershops to help recruit African-American mentors for the BBBS program. On Sat., Nov. 14, BBBS staff, current BBBS African-American male mentors and Alpha members were at participating barber shops to talk to clients about the importance of providing role models to Central Texas youth, particularly African-American boys.

#### **Participating barber shops included:**

Texas Sport Cuts, 1003 East 52nd Street, Austin, Texas

Delton's Pecan Street Barber Shop, 105 Pecan Street East, Pflugerville, Texas

P'ville Barber Shop, 15608 Spring Hill, Pflugerville, Texas

#### **About Big Brothers Big Sisters of Central Texas**

Big Brothers Big Sisters provided more than 82,000 hours of mentoring to 1,662 children in Central Texas throughout 2008 as well as \$48,000 in scholarship money to 69 Littles pursuing higher education. The organization depends on donations to help recruit volunteers and reach more children. Funding is used to conduct screening on volunteers to ensure child safety; and provide on-going support for children, families and volunteers to build and sustain long-lasting relationships. Big Brothers Big Sisters is proven to improve children's odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and breaking negative cycles. For more information on BBBS, visit [www.bigmentoring.org](http://www.bigmentoring.org).

## **About Alpha Phi Alpha**

Founded on December 4, 1906 at Cornell University in Ithaca, New York, Alpha Phi Alpha Fraternity, Inc. has continued to supply voice and vision to the struggle of African Americans and people of color around the world. The Fraternity has long stood at the forefront of the African-American community's fight for civil rights, through Alpha men such as Martin Luther King Jr., Adam Clayton Powell, Thurgood Marshall, Andrew Young, Retired Senator Edward Brooke and Cornel West. Others include members of the 110th Congress including: Emanuel Cleaver, II (MO), Charles B. Rangel (NY), Danny K. Davis (IL), Chaka Fattah (PA), Al Green (TX), Gregory Meeks (NY), David Scott (GA), Robert C. Scott (VA). The fraternity through its college and alumni chapters serves the community through nearly a thousand chapters in the United States, Europe and the Caribbean.

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