



Big Brothers Big Sisters of the Triangle  
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## **Big Brothers Big Sisters of the Triangle launch new Sports Buddies Program**

*Participate in Sports to help at-risk children in the Triangle*

**Raleigh, NC- May,6, 2008** — Big Brothers Big Sisters of the Triangle (BBBST), the community leader in youth mentoring serving over 1200 local children each year, has launched their new Sports Buddies program. Sports Buddies recognizes that our most impoverished children are increasingly sedentary and engaged in activities that do not support their physical and social development. Sports Buddies share in assortment of sponsored participatory and spectator sports and recreational activities. The program will help expose the child to good sportsmanship, positive behaviors, role-modeling, and mentoring that can inspire the best in our children.

“The Sports Buddies program was very successful, in my opinion, for it being the first of its kind. I believe that it not only benefits the children involved, but the volunteers also gain an appreciation and new outlook towards life. The key to the program, interaction through various sports activities and athletic events, helps to keep everyone active and allows connections to be made between the volunteers and their buddies,” said Lindsay, Carolina Fever Sports Buddy Coordinator. “Participating in disc golf, football, and other games keeps everyone interested and helps to initiate first time interactions between the volunteers and buddies. I feel that this program is only beginning to show us what its' possibilities are for these children.”

Sports Buddies will engage in the “What’s in your lunch box” child nutrition program. This is an innovative partnership with KIT (Kids in Training) and our local children’s museums to provide a fun educational experience to our children from designated child nutritionists. These efforts combine Big Brothers Big Sisters of the Triangle’s youth fitness and wellness campaign that encourages healthier lifestyle choices for our children and their families. Big Brothers Big Sisters of the Triangle recognizes that a healthy child today will learn more effectively and will become a more productive part of our community; a healthy child today is a healthy adult tomorrow.

Sports Buddies (both volunteer and at risk child) will be provided free opportunities to participate in activities such as: Collegiate Sporting events, Professional Hockey games, Minor League Baseball Games, Professional Soccer Games, Flag Football, Martial Arts, Dodge-ball, Kickball, Horseback Riding, Fishing, Swimming, Golf Outings, and Bowling. Sports Buddies mentors will have a meaningful role in a child’s life, a unique volunteer experience, and an opportunity that will change a child’s life.

If you are interested in becoming a volunteer, or sponsoring any of our Sports Buddies activities please contact Barron Damon at 850-9772.

### **More about the BBBST program**

BBBST puts a strong focus on reaching children with multiple risk-factors, and develops the strategic partnerships that can address those broad situations for each child served. With this approach the organization is not only creating substantial change in each child’s life, but is able to provide measurable impact that will enhance our local communities. This approach sends an army of changed young people back into our most underserved communities to reshape those communities in targeted significant ways.

## **About BBBST, Inc.**

Big Brothers Big Sisters of the Triangle helps children reach their potential through professionally supported, one-to-one relationships with measurable impact. By promoting their self-esteem, expanding their awareness of life's opportunities, and providing them with guidance and support through long-term, one-to-one mentorships with caring adult volunteers, BBBST seeks to make a positive difference in the lives of at-risk children between the ages of 6-14 primarily from low-income single parent homes. In 2007, BBBST helped more than 1,100 children in the Triangle. To learn more about BBBST, please visit [www.bbbstriangle.org](http://www.bbbstriangle.org).