



Big Brothers Big Sisters
of Northeastern Wisconsin

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For Immediate Release

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Big Brothers Big Sisters of Northeastern Wisconsin Announces New Events & Marketing Director

(September 29, 2011 - Green Bay, WI) **Barbara Vo-Koldos** joins Big Brothers Big Sisters of Northeastern Wisconsin as the new Events & Marketing Director. Barbara's role is to oversee Big Brothers Big Sisters' major annual events: Bowl for Kids' Sake, Golf for Kids' Sake and Taste of the Town. In addition to the events, she is responsible for Marketing and Communication strategies for the agency.

"With Barbara's experience in marketing, event planning and as a volunteer in the community; we are pleased to have her at Big Brothers Big Sisters," said Executive Director David Yeghiaian. "We look forward to her leadership as we continue to improve our agency and impact the lives of youth in our community."

Vo-Koldos is a marketing professional with more than 10 years of experience; the past six within the Architectural/Engineering/Construction industry. Prior to joining Big Brothers Big Sisters, she was the Director of Client Services for Somerville Architects and Engineers. She has a Bachelor of Science in Business with an emphasis in Marketing, is a Certified Professional Services Marketer (CPSM), a LEED Green Associate (Leadership in Energy and Environmental Design), and a volunteer with the Women's Fund of Greater Green Bay Power of the Purse committee.

Big Brothers Big Sisters of Northeastern Wisconsin is the premier youth mentoring organization in the area, serving Brown, Oconto and Door counties. The agency's mission is to help children reach their potential through one-to-one relationships with mentors that have a measurable impact on youth. Since 1972, this non-profit organization has expertly matched children ages 6 and up with volunteer mentors. For more information, visit www.bbbsnew.org.

