



Big Brothers Big Sisters

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For Immediate Release

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Bowl for Kids' Sake Raises More Than \$91,000

GREEN BAY, Wis. – The 33rd annual Bowl for Kids' Sake event, benefiting Big Brothers Big Sisters of Northeastern Wisconsin, was held on Saturday, February 28, 2011 at Ashwaubenon Bowling Alley in Green Bay. Participants bowled as an individual or as a five-person team. This year's theme was Classic TV & Movies. Supporters dressed up as their favorite characters. The event was a success with 700+ supporters in attendance raising more than \$91,000 in net revenue.

The 2011 Bowl for Kids' Sake sponsors were Green Bay Packaging, M&I Bank and Schneider National. Pledge level sponsors include Arby's, Green Bay Bullfrogs, Green Bay Gamblers, Savvy's Italian Cuisine, Margarita's and Express Convenience Centers. Hospitality Sponsor is Festival Foods. Media sponsors were WLUK Fox 11, Star 98 and Heyrman.

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.

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