



Big Brothers Big Sisters

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For Immediate Release

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33rd Annual Bowl for Kids' Sake Rolls Into Town

GREEN BAY, Wis. – The 33rd annual Bowl for Kids' Sake event, benefiting Big Brothers Big Sisters of Northeastern Wisconsin, will be held on Saturday, February 28, 2011 at Ashwaubenon Bowling Alley in Green Bay. Participants bowl as an individual or as a five-person team. They select from three shifts: 11:30 a.m., 1:30 p.m., and 3:30 p.m. More than 700 supporters are expected to participate.

All bowlers raise pledges to participate in the event. In exchange, they will receive two games of bowling, shoe rental, event T-shirt, snacks and a chance at door and raffle prizes. Prizes for pledge levels include Arby's coupons, tickets to Green Bay Gamblers and Bullfrogs games, Express Convenience Centers gas cards, Savvy's Italian Cuisine gift certificates, Margarita's gift certificates, and get-a-way stays.

The 2011 Bowl for Kids' Sake sponsors are 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 are WLUK Fox 11, Star 98 and Heyrman.

To register for the 2011 Bowl for Kids' Sake or for more information on the event, visit www.bbbsnew.org or call **(920) 498-2227**.

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.

