

## **Big Brothers Big Sisters of Orange County Announces Local Partners in Promoting National Mentoring Month in January**

*Partners to Help Build Awareness for Vital Role of Mentoring for At-Risk Youth, While Donating Financially to Support the Organization's Mission*

**TUSTIN, Calif. (Jan. 13, 2015)** – Big Brothers Big Sisters of Orange County, a Tustin-based, nonprofit organization that helps youth realize their potential and build productive futures through one-on-one adult mentoring, has announced four area food and entertainment establishments that are partnering with the organization to help increase awareness for National Mentoring Month in January and for the vital services provided by Big Brothers Big Sisters, while generating financial support for the nonprofit.

“We are thrilled and gratified to have the support of these four generous and popular venues to bring National Mentoring Month and Big Brothers Big Sisters to the attention of their patrons throughout the month,” said Melisa Beck, CEO of Big Brothers Big Sisters of Orange County. “And their support will help us continue to provide our services to at-risk youth throughout the county and encourage caring adults to become ‘Bigs.’”

- **Slaters 50/50 Burgers by Design** will contribute 20% of the day's proceeds on Jan. 19, MLK Day of Service, from its three locations in Huntington Beach, Lake Forest and Anaheim Hills.
- **Sidecar Doughnuts & Coffee** in Costa Mesa (270 E. 17<sup>th</sup> St., #18) will provide assistance through its SideCares initiative. Ten percent of all proceeds from sales of the shop's January Featured Donut will go to Big Brothers Big Sisters of Orange County. Each “Little” who visits with their “Big” will receive a free donut. And any potential “Big” who visits and then interviews with the organization will receive a \$25 gift card.
- **Pitfire Artisan Pizza**, also in Costa Mesa (353 E. 17th St.), will donate 10% of all proceeds, including both in-store and delivery, from its sales every Tuesday Night in January.
- **Tavern+Bowl in Costa Mesa** (1875 Newport Blvd.) has pledged proceeds of all bowling sales each Wednesday night during the month and will host a special “Big Night” on Jan. 20.

These partners will also promote National Mentoring Month via their social media channels and distribute #MentoringWorks custom Big Brothers Big Sisters of Orange County coasters at these locations.

Big Brothers Big Sisters of Orange County, one of the leading chapters in the

country, provided over 2,700 children facing adversity with professionally supported, one-to-one mentoring relationships in 2014. Youth (“Littles”) are matched with volunteer mentors (“Bigs”) to develop positive relationships that have a direct and lasting effect on their lives. While 60 percent of parents or guardians of children served by the nonprofit lack a high school diploma, 70 percent of “Littles” are the first in their family to graduate high school on time, with 87 percent of “Littles” going on to earn some form of higher education. Additional positive results in 2013-14 included: 98 percent of “Littles” graduated high school on time, 83 percent enrolled in college and 100 percent said their “Big” was their biggest influence on pursuing a higher education. For more information, visit [www.bigbrooc.org](http://www.bigbrooc.org).

The 2015 National Mentoring Month awareness campaign and associated National Mentoring Summit will once again launch the mentoring movement’s yearlong drive for systemic change to make mentoring an integral component of youth and workforce development efforts. Research has shown that when matched through a quality mentoring program, mentors can play a powerful role in providing young people with the tools to make responsible decisions, stay focused and engaged in school, and reduce or avoid risky behavior like skipping school, drug use and other negative activities. To learn more, go to [www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org).

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### **About Big Brothers Big Sisters of Orange County**

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. Most children served by Big Brothers Big Sisters live in single-parent and low-income families, or households with a parent who has been incarcerated. It is the nation’s largest donor and volunteer supported mentoring network and makes meaningful, monitored matches between adult volunteers (“Bigs”) and children (“Littles”). The organization’s system of ongoing evaluation and support has been proven by independent studies to help families by improving the odds that “Littles” will perform better in school, avoid violence and illegal activities, and have stronger relationships with their parents and others. Headquartered in Dallas, Texas, with a network of nearly 400 agencies across the country, Big Brothers Big Sisters serves a quarter-million children annually. In 2014, Big Brothers Big Sisters of Orange County served over 2,700 children. For more information, visit [www.bigbrooc.org](http://www.bigbrooc.org).