



**Media Alert: November 26, 2018**

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**Big Brothers Big Sisters of El Dorado County Announces  
Merger with Nevada County and North Lake Tahoe chapter**

(Cameron Park, CA) -- Big Brothers Big Sisters of El Dorado County, <http://www.bbbs-edc.org>, today announced their new name Big Brothers Big Sisters of Northern Sierra (BBBS NS) reflecting a recent merge with the Nevada County and North Lake Tahoe affiliate. The BBBS NS board of directors voted on the merge and official name change during last Thursday's board meeting.

"This is a very exciting development for our communities as we will now be able to better pool our resources and streamline operations for Bigs and Littles throughout the Northern Sierra," said Brenda Frachiseur, Executive Director of BBBS NS. "Our teams have been working hard throughout this year to make this vision a reality and now we are here, ready to serve a greater area of children in need."

"We are already planning joint agency activities including festive and fun ways to collect donations for families," said Peggy Martin, Outreach Manager with the former BBBS Nevada County and North Lake Tahoe affiliate. "Brenda, Amber and the El Dorado County team have been huge champions of our work and making this union happen. Often times we crossed paths and now it just makes sense to work more closely, rather than as autonomously operating agencies with the same mission."

The BBBS Northern Sierra agency merger, effective November 1, 2019, will begin to go through a formal name change and branding process working with the national organization Big Brothers Big Sisters of America. The former Nevada County and North Lake Tahoe agency was founded in 1981 and served Nevada County and surrounding communities, including Truckee, Kings Beach and the Tahoe City Region.

During the agency merger transition, there are "Little Wishing Displays" at Mountain Hardware in Truckee Nov 25-Dec 15 and Tess' Kitchen in Grass Valley Nov 19-Dec 15. Each tree includes wish lists for the holidays from Little Brothers and Little Sisters in each area. Gifts will be hand delivered to each child this year. BBBS NS will continue to move forward with planned fundraising events in the Nevada County and North Lake Tahoe areas including Bowl for Kids Sake Grass Valley March 28, 2020 and Gold County Bike Challenge June 13, 2019.

**About Big Brothers Big Sisters of Northern Sierra**

Big Brothers Big Sisters of Northern Sierra was incorporated in 1977 and is an affiliate of Big Brothers Big Sisters of America. Serving children ages 3 to 18.

***DEFENDERS OF POTENTIAL***

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