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Big Brothers Big Sisters of El Dorado County
At-risk Children Shop with Officers for Winter Clothing

Big Brothers Big Sisters of El Dorado County, <http://www.bbbs-edc.org>, today announced the 11th annual Snowball Heroes & Helpers Shopping Event on Saturday, December 7, 2019. This is one of the longest running outreach events of its kind in El Dorado County and it will be hosted again by the District Attorney, Vern Pierson & his wife Cyndee.

This event is made possible thanks to the very generous support of the Shingle Springs Band of Miwok Indians and Red Hawk Casino, the Deputy Sheriff's Association, the Criminal Attorney's Association and the El Dorado County Law Enforcement Manager's Association. Volunteers from every branch of Law Enforcement and first responders in El Dorado County will be on hand to assist nearly 150 at-risk children with their shopping for appropriate winter clothing needs at Target in El Dorado Hills.

The children have the opportunity to meet Santa at Blue Shield and enjoy a full pancake breakfast provided by the Rotary Club of El Dorado Hills. Children and shoppers will be transported from Blue Shield to Target courtesy of Red Hawk Casino. This Holiday tradition is a true community effort, involving over 250 volunteers.

Especially in today's environment, this event is a wonderful opportunity for officers to build meaningful relationships with area children. The hope is that the children will learn to trust the officers in their community and know they are there to help in times of need," said Executive Director Brenda Frachiseur. The idea for the program originated with the knowledge that some of the most vulnerable youth view police officers as a "threat" more than a "friend".

Children who will be participating in the event will include those enrolled in programs offered by Big Brothers Big Sisters of El Dorado County, CASA and New Morning.

About Big Brothers Big Sisters of El Dorado County

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

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