



## **FOR IMMEDIATE RELEASE**

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# **Big Brothers Big Sisters is Taking Their Fundraising to New Heights!**

**Sacramento, CA**—Big Brothers Big Sisters will bring their exciting fundraiser rappelling event to the Residence Inn by Marriott Downtown Sacramento on October 31, 2020. Partnering with Over The Edge Global, Big Brothers Big Sisters Northern Sierra and Big Brothers Big Sisters of the Greater Sacramento Area affiliates have teamed up to have their supporters rappel off the side of the Marriott building to raise funds and awareness for their mentorship programs. Individuals must raise \$1,000 for BBBS to secure a rappelling spot. To register for this existing event, go to <https://www.bbbsns.org/over-the-edge/>.

Over The Edge has raised over \$70 Million with non-profit partners through its signature fundraising rappelling events with partners predominately in the United States, Canada and the United Kingdom. Over The Edge has hosted over 700 successful rappelling events in the past 9 years.

“We are thrilled to be able to partner with one of our close BBBS affiliates on this exciting fundraiser,” said Brenda Frachiseur, executive director of Big Brothers Big Sisters Northern Sierra. “Double the BBBS agencies means double the fun and monies we intend to raise to support at-risk youth and their families throughout Northern California including the Northern Sierra communities and Greater Sacramento Region.”

The Over the Edge Sacramento event has limited space available for those able to raise \$1,000 through peer-to-peer fundraising and willing to rappel off the top of the Residence Inn. Supporters may also choose to sponsor someone to rappel in their place.

“I can think of no better way to support the next generation of potential than to rappel down the side of one of Sacramento’s signature skyscrapers while raising money for our Littles,” said Dimitirus Stone, Executive Director of Big Brothers Big Sisters of the Greater Sacramento Area. “And best of all, the event is on Halloween so our supporters can even wear that Spiderman, Batman or Batgirl costume I know some of them have in their closets- showing off their Super Hero efforts for kids everywhere.”

More information on Over the Edge Sacramento including sponsor packages, VIP benefits and more can be found on <https://www.bbbsns.org/over-the-edge/>.

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### **About Big Brothers Big Sisters 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. Recently, BBBSNS, formerly BBBS El Dorado County, merged with the Nevada County and North Lake Tahoe affiliate significantly expanding the agency’s coverage area to include Truckee, Kings Beach, Tahoe City Region, Auburn, Grass Valley, El Dorado County and all the Northern Sierra communities in-between.

### **About Big Brothers Big Sisters of the Greater Sacramento Area**

BBBS of the Greater Sacramento Area was incorporated in 1964 and is an affiliate of Big Brothers Big Sisters of America. BBBS of the Greater Sacramento Area has cleared the path to the brightest possible future for youth in Sacramento, South Placer and Yolo counties. BBBS operates under the belief that inherent in every child is the ability to succeed and thrive in life, and we work to develop positive relationships that have a direct and lasting effect on the lives of young people. Our one-to-one mentoring program primarily benefits children, ages 7-18, who are being raised by single parents, grandparents or other extended family, and foster families.

### **About Big Brothers Big Sisters of America**

Founded in 1904, Big Brothers Big Sisters of America is the largest and most experienced youth mentoring organization in the United States. The mission of Big Brothers Big Sisters of America is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Big Brothers Big Sisters’ evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and improved relationships. Big Brothers Big Sisters has 240 local agencies serving more than 5,000 communities across all 50 states. For more information, visit: [www.bigbrothersbigsisters.org](http://www.bigbrothersbigsisters.org).