



Media Alert: December 16, 2020

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**Big Brothers Big Sisters of Northern Sierra and
Law Enforcement Deliver Winter Essentials to At-risk Children**

Big Brothers Big Sisters Northern Sierra, <http://www.bbbsns.org>, today announced the 12th annual Snowball Heroes & Helpers Shopping Event on Saturday, December 19, 2020. 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, the Deputy Sheriff's Association, the Criminal Attorney's Association, and several El Dorado County Law Enforcement Agencies. This year, due to COVID, shopping will be done on-line in advance. Families will pick up appropriate winter clothing needs and gifts during the "drive by" event at the El Dorado County Sheriff's Department (200 Industrial Dr., Placerville) between 10am-Noon. Volunteers from nearly every branch of Law Enforcement and first responders in El Dorado County will be on hand to safely deliver the items to the families while in their cars.

"Especially in today's environment, this event is a wonderful opportunity for officers to build meaningful relationships with area children," said Executive Director Brenda Frachiseur. "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. 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 participating in the event will include those enrolled in programs offered by Big Brothers Big Sisters of Northern Sierra.

About Big Brothers Big Sisters of Northern Sierra

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

DEFENDERS OF POTENTIAL

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