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## Media Alert

### **Big Brothers Big Sisters of Northern Sierra Raises Over \$50,000 at Big Mentor Magic**

*Monies Raised Exceeds Goal for Local Non-Profit's First Ever Virtual Fundraiser*

Cameron Park, CA—Big Brothers Big Sisters Raised over \$50,000 for mentorship programs in the local non-profit agency's first ever virtual fundraiser "Big Mentor Magic" held earlier this year. The monies raised will go to benefiting at-risk youth throughout the Northern Sierra communities including El Dorado and Nevada counties, South and North Lake Tahoe areas including the surrounding communities of Truckee, Kings Beach and the Tahoe City Region.

"We cannot thank our business and community members, volunteers and staff enough for coming together, despite the challenges of this ongoing pandemic, to make this magical evening possible for our Littles and Littles in waiting," said BBBS-NS Executive Director Brenda Frachiseur. "Every child deserves a champion – someone who believes in them and will Defend their Potential – and that is what this event was all about."

Big mentor Magic, held on January 29, 2021, honored BBBS-NS' 2020 BIG Brother and BIG Sister of the Year, featured mentor program highlights and a LIVE and Silent Auction. Funds raised during the virtual fundraiser's livestream allowed BBBSNS to provide caring mentors and positive role models to more than 250 at-risk children and their families in the Northern Sierra communities.

The virtual fundraiser was co-hosted by Freddie Silveria of FSA Auctions and Kellie DeMarco of Kellie DeMarco Communications.

### **#Defenders of Potential**

#### **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.