



Media Contact:
Brenda Frachiseur, Executive Director
530.626.1222
Brenda@bbbsns.org

Media Alert

Big Brothers Big Sisters of Northern Sierra Raises Over \$100,000 at 9th Annual Golf For Kids' Sake

*First Post-Pandemic In-Person Event Raised Double the Proceeds from Last Golf
Tournament's Success*

El Dorado Hills, CA—Big Brothers Big Sisters Raised over \$100,000 for mentorship programs from the local non-profit agency's ninth annual Golf For Kids' Sake fundraiser held in May. 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.

"I am blown away by the outpouring of generosity and support from our business and community partners," said BBBSNS Executive Director Brenda Frachiseur. "Especially during a time where we are still recovering from a global pandemic. Our first in-person event since COVID-19 gave us all a renewed sense of hope, pride and inspiration in our mission."

Golf For Kids' Sake, held on May 24, 2021 at the Serrano Country Club in El Dorado Hills featured the popular 3rd annual helicopter ball drop where participants purchased golf balls for a chance to win \$5,000 or 15% of the pot. *KTXL Fox 40-TV* joined BBBSNS on the course to capture the exciting drop. Watch the video [here](#) and [here](#).

The tournament also included a hole-in-one contest featuring a new luxury car and potential cash prize of \$10,000. Golfers, sponsors and event attendees also enjoyed a BBQ dinner and silent auction.

Proceeds from the tournament support 250 vulnerable children throughout the Northern Sierra region. These are children who have experienced divorce, loss of a parent by

death or incarceration, homelessness and placement in foster care. Many need a positive role model, an adult friend who can help guide them through challenges, give them hope and help them achieve their highest potential. Every child deserves a champion.

View photos from the golf tournament [here](#). Professional photos courtesy of Tanya Gutsu & Jeneane Novotny.



#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. BBBSNS mission is to create and support one to one relationships that ignite the power and promise of youth.