



**FOR IMMEDIATE RELEASE**

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**Big Brothers Big Sisters Northern Sierra Awarded Pinnacle Award Third Year in a Row**  
*One of Only Two BBBS Agencies Out of 236 Honored Nationwide for Leadership, Growth and  
Dedication to Helping Area Youth*

**Cameron Park, CA** – Big Brothers Big Sisters Northern Sierra (BBBSNS) is proud to announce that the Big Brothers Big Sisters Nationwide Leadership Council has identified BBBSNS as a Big Brothers Big Sisters 2020 Pinnacle Award Winner. This is the third year in a row BBBSNS has achieved national recognition.

The Pinnacle Award recognizes the hard work of agency leadership and staff to provide high-quality programming for the children BBBS serves including increasing agency revenue and growing overall number of matches, year over year, for two or more consecutive years. In the past year, BBBSNS has served more than 200 children, raised over \$200,000 in mentorship funds, grown its local services by nearly 10 percent despite numerous challenges brought on by a nationwide pandemic.

“It takes a village to maintain the level of services we provide youth during a global public health crisis and our amazing staff, volunteers, Bigs, business and community partners came together in a BIG way for our Littles,” said Brenda Frachiseur, executive director of Big Brothers Big Sisters Northern Sierra. “Mentorship has never been more essential than it is now. When children and teens are able to stay connected with and have the influence of a caring adult, they are more likely to avoid risky behaviors and to focus on academics. Being matched with a Big Brother or Big Sister can help them navigate these challenges and reach their potential- that is what this award is about- everyone coming together in times of hardship to continue to make empowering and igniting potential possible for our youth.”

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.

“Over the past several months, I’ve heard from agency leaders in rural towns and metropolitan communities, those in the suburbs and every place in between,” said Artis Stevens, President & CEO of Big Brothers Big Sisters of America. “Whether they were from a smaller agency serving several hundred youth, or thousands, there’s one theme I’ve noticed everywhere, and that’s the power of resilience. The level of commitment and dedication is outstanding, to see staff doing all they can to make sure our youth will not only survive these challenging times but thrive.”

The Pinnacle Award Winners will be formally recognized at the 2021 Virtual ‘Bigger Together’ National Conference in June.

### ***DEFENDERS OF POTENTIAL***

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#### **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. The agency, formerly Big Brothers Big Sisters El Dorado County, merged in 2020 with Nevada County and North Lake Tahoe affiliates increasing their coverage area to include Nevada County and surrounding communities, including Truckee, Kings Beach and the Tahoe City Region. BBBSNS mission is to create and support one to one relationships that ignite the power and promise of youth.

#### **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 more than 230 local agencies serving more than 5,000 communities across all 50 states. For more information, visit: [www.bigbrothersbigsisters.org](http://www.bigbrothersbigsisters.org).