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Media Alert

Big Brothers Big Sisters of Northern Sierra and Sacramento Agencies Raise Nearly \$40,000 at First Over the Edge Event

BBBS Northern Sierra to bring unique rappelling fundraiser to South Lake Tahoe in 2022

Sacramento, CA—Big Brothers Big Sisters Northern Sierra and Sacramento agencies, in partnership with Over The Edge (OTE) Global, raised nearly \$40,000 for their local mentorship programs during their first ever Over the Edge event, an exciting and unique fundraiser that featured local residents rappelling down the side of the Residence Inn by Marriott Downtown Sacramento. Individuals secured their rappelling spot by each raising a minimum of \$1,000 with many participants exceeding the fundraising threshold.

“We were thrilled to be able to co-host an Over the Edge fundraiser- a first for our local BBBS agencies in this region,” said Brenda Frachiseur, executive director of Big Brothers Big Sisters Northern Sierra. “The monies raised are already being put to good use supporting vulnerable youth and their families throughout Northern California. We are thrilled to be bringing this event back next year, this time to South Lake Tahoe- a community that proves to be both strong and resilient narrowly escaping the Caldor Fire. The funds raised will go towards mentorship and supporting the communities BBBS Northern Sierra serves, which includes Lake Tahoe communities.”

Jake, the son of a BBBS team member and one of the OTE participants, said "Thank You, Thank you, Thank you!!!!" after rappelling and Jeff Leikauf, a Big in Blue through the El Dorado County Sheriff's Department said after his rappel down the building "All I can say is WOW!!! What an event. . .Thank you!"

Local media professionals Mark S Allen and Kevin Peters from ABC 10 also rappelled along with Sacramento State University Provost and Vice President of Academic Affairs and a Professor of Economics Steve Perez.

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.

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, our goal is to provide caring mentors for children who need additional support. BBBSNS believes in the potential of every child and, along with the mentors, defend that potential. 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 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.