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Media Alert

Big Brothers Big Sisters of Northern Sierra Raises Nearly \$120,000 at 10th Annual Golf For Kids' Sake *Proceeds set golf tournament fundraising record for Local Agency*

Big Brothers Big Sisters Raised nearly \$120,000 for mentorship programs from the local non-profit agency's 10th annual Golf For Kids' Sake fundraiser held in May. The monies raised will go to benefiting at-risk youth throughout the Northern Sierra communities of El Dorado and Nevada counties, South and North Lake Tahoe areas including the surrounding communities of Truckee, Kings Beach and the Tahoe City Region.

"This level of generosity is unprecedented for us," said BBBSNS CEO Brenda Frachiseur. "Just when I think we can't be any more fortunate with our business and community partners' level of giving, we are blessed with even more support than we could have ever imagined for our kids and their families."

Golf For Kids' Sake, held on May 23 at the Serrano Country Club in El Dorado Hills featured the popular helicopter ball drop where participants purchased golf balls for a chance to win \$5,000 or 15% of the pot and a hole-in-one contest. Golfers, sponsors and event attendees also participated in contests, raffles and a silent auction, which all helped to contribute to the event's success.

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.

Professional photos courtesy of Jeneane Novotny.



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