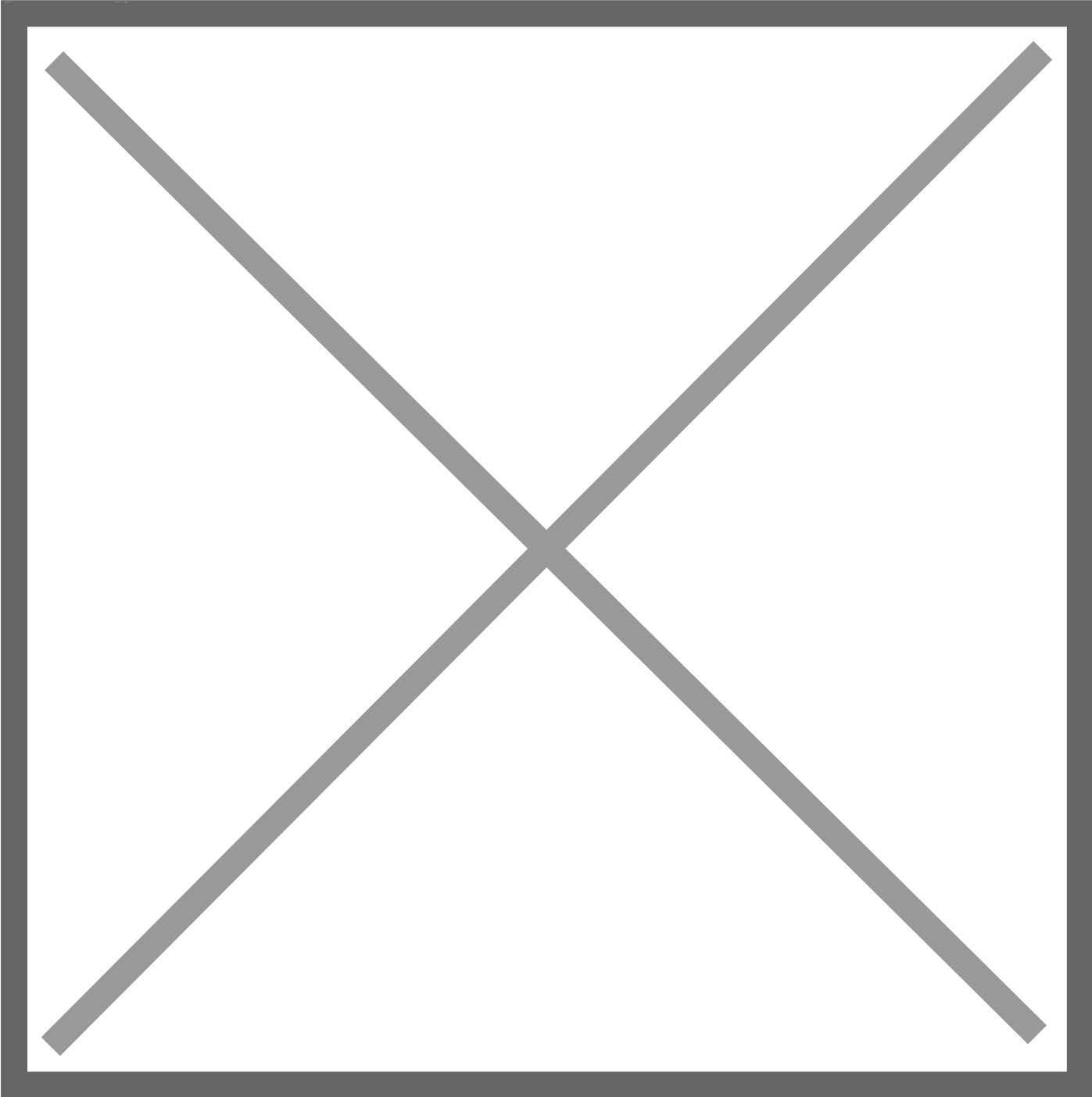


Big Brothers Big Sisters and Toyota Indiana Address Needs of Children and Families

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PRINCETON, Ind. – Big Brothers Big Sisters of the Ohio Valley has partnered with Toyota Indiana to give children in Gibson County the opportunity to have a long-lasting relationship with a mentor. The mentoring program will offer North Gibson School Corporation students a chance to have one-on-one mentoring sessions during the school day.

Toyota Indiana donated \$30,000 to BBBSOV to launch this program in Gibson County. The money raised will be matched dollar for dollar from community partners up to an additional \$30,000.

“We are so excited to be able to partner with Big Brothers Big Sisters to offer a much-needed program in our county”, said Kelly Dillon, manager of External Affairs at Toyota Indiana. “Too many children are growing up without an adult to tell them they can be successful. And engaging our community is the most important piece of this program to help it be sustainable and successful.”

"The foundation of our mission is the long-lasting relationship built between a child and a caring adult so program sustainability is critical for the children we serve," said, Anna Hargis, BBBSOV Executive Director.

To kick off the fundraising campaign and create a new satellite office, BBBSOV and Toyota Indiana will host Bowl for Kids' Sake Saturday, Oct. 25, at Gibson Lanes in Princeton. Individuals, businesses, civic organizations and schools are invited to be a part of the inaugural event. Team captains should recruit five people for their team and each person is asked to reach the goal of \$50. No registration fees will be charged. All proceeds go directly to BBBS in Gibson County. Sign up for Bowl for Kids' Sake or make a donation online at www.gobiggibson.org. Donations can also be mailed to BBBSOV, 101 Plaza East Blvd., Suite 315, Evansville, IN 47715, Attn: Gibson County.

Children are more likely to succeed in school and in life when they have a trusted adult supporting them. The challenges faced by children in our community are daunting. A mentor can be the difference between a child graduating high school to become a contributing adult or one more statistic and news story. Last year, 87 percent of local children surveyed agreed that their mentor gave them a good idea about solving a problem; 75 percent of guardians surveyed agreed their child has improved self-confidence.