



Big Brothers Big Sisters of Winnipeg Announces A New Way to Give this Holiday Season

Winnipeg, MB (December 1, 2009) - Big Brothers Big Sisters of Winnipeg is thrilled to announce one more way you can give the gift of friendship to a child who needs one this holiday season. We have partnered with **Associated Auto Auction Ltd.** to launch Project Big Tow today.

Along with the traditional means of donating funds through annual giving or gently used household goods and clothing through our Big Smiles Collection Crew program, you can now donate your vehicle to Project Big Tow. Just one more way to take something you no longer need and help children and youth in your community who need a friend.

This program allows people to donate their vehicle, have it towed away and sold at auction. The proceeds from the auction will be donated to Big Brothers Big Sisters of Winnipeg to support the screening, matching and monitoring of the many friendships that we make.

Donors will receive a tax receipt for the auctioned value of their vehicle and the great feeling knowing they have made a difference in the life of a child. Research shows that a one-to-one relationship between a child or youth and a caring supportive adult can lead to positive changes in the young person's life. Mentored youth do better with school attendance, improve their relationships with their parents, teachers and peers, and develop a stronger sense of self worth.

Interested Winnipeggers can call 988-9200 or visit <http://www.bigwinnipeg.com> for more information on Project Big Tow.

About Big Brothers Big Sisters

For 40 years, Big Brothers Big Sisters of Winnipeg has made a difference in the lives of young people by providing a friend where one is needed. The organization depends on donations to help recruit volunteers and reach more children. Funding is used to conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships. Big Brothers Big Sisters is proven to improve children's odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and breaking negative cycles. Big Brothers Big Sisters of Winnipeg served over 455 children last year. Learn how you can change the life of a child by going to <http://www.bigwinnipeg.com>