



Big Brothers Big Sisters
of Northern New Mexico

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**First Lady Barbara Richardson and Big Brothers Big Sisters
Strike Up the 2007 Bowl for Kids' Sake Campaign**

Santa Fe, NM – First Lady Barbara Richardson and Big Brothers Big Sisters of New Mexico invite the public to participate in Bowl for Kids' Sake (BFKS) 2007, the annual campaign to raise funds and awareness for matching children in our community with caring, committed, carefully screened adults.

Statewide, more than 3,100 kids shared magic moments with a Big Brother or Big Sister last year. That number is steadily climbing with goals of matching 5,100 in 2007 and 7,300 by 2010. Bowl for Kids' Sake raises nearly 20 percent of the funds needed to make the matches happen.

Right now Big Brothers Big Sisters needs sponsors, team captains and bowlers willing to come have fun and help kids. Sponsors help underwrite the cost of the event. Bowlers secure pledges and celebrate their efforts by bowling on event day.

As in years past, First Lady Barbara Richardson is championing Bowl for Kids' Sake, urging New Mexicans to take the lead in making this a banner year. "More than ever, the youth in New Mexico need the support system and friendship that the Big Brothers Big Sisters program provides," the First Lady says. "Bowl for Kids' Sake is a great example of how the community as a whole can experience the satisfaction and rewards that the Big Brothers Big Sisters program brings to so many lives."

Sunday, April 15 is the Bowl for Kids' Sake celebration for city and state employees at Silva Lanes in Santa Fe and Starlight Lanes at the Santa Ana Casino in the Santa Ana Pueblo. The community bowl celebrations for individual and corporate teams are scheduled for Sunday, April 22 at Silva Lanes in Santa Fe, Big Rock Bowling Center in Española and Starlight Lanes at the Santa Ana Casino. Across the state teams will be competing to raise funds for their local Big Brothers Big Sisters agency. Get involved today and create big magic in the life of a New Mexico child. For more information on the 2007 First Lady's Bowl, contact the BBBS office in Santa Fe, at 983-8360, in Albuquerque at 837-9223 or visit www.BBBSNM.org for statewide agency contact information.