



For Immediate Release
April 3, 2009

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Join First Lady Barbara Richardson and Big Brothers Big Sisters for the 7th Annual First Lady's Bowl for Kids Sake on April 26

As They Help Kids Reach Their Potential through the Bowl for Kids' Sake Campaign

SANTA FE – First Lady Barbara Richardson will be hosting the 7th Annual First Lady's Bowl for Kids' Sake on Sunday, April 26, 2009 at Strike Gold Bowling Center in Pojoaque. This is the 26th Anniversary of Bowl for Kids' Sake – Big Brothers Big Sisters' annual campaign to raise funds and awareness for matching children in our community with caring, committed, carefully screened adults.

“More than ever, the youth of New Mexico need the support system and friendship that the Big Brothers Big Sisters programs provide,” said First Lady Richardson. “Bowl for Kids' Sake is a great example of how the community as a whole can experience the satisfaction and rewards that these programs bring to so many lives.”

The Bowl for Kids' Sake campaign seeks individuals and businesses who share in the Big Brothers Big Sisters' mission to help children reach their potential through professionally supported, one-to-one relationships with measurable results, contributing to better schools, brighter futures and stronger communities for all.

The Big Brothers Big Sisters needs sponsors, team captains and bowlers who can continue the tradition of raising awareness and support for matching children in our community with caring and carefully-screened adults.

Big Brothers Big Sisters is the nation's oldest, largest and most effective youth mentoring program. For more information call 505-983-8360 or visit www.bbbs.org/northernNM

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