



BIG BROTHERS BIG SISTERS LAUNCHES STATEWIDE CAMPAIGN FOR MALE MENTORS

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Yavapai Big Brothers Big Sisters



Celebrating National Mentoring Month, YBBBS joins the statewide campaign aimed specifically at Arizona men to become Big Brothers

Yavapai Big Brothers Big Sisters (YBBBS), along with chapters across the state of Arizona, is leveraging National Mentoring Month to highlight the tremendous demand for male mentors across the state. Potential Big Brothers are urged to step up and support local youth through one-to-one mentoring.

“We are excited to begin the new year with a focus on mentoring relationships that are *reciprocal in learning* and *collaborative in growing* for all individuals involved as Yavapai County celebrates National Mentoring Month,” shared Erin Mabery, YBBBS Executive Director. “We are proud to facilitate sharing this amazing county’s wealth of knowledge and caring. YBBBS invites you to participate alongside hundreds of amazing volunteers who give their time and attention to our youth, truly inspiring potential into adulthood.”

YBBBS joined the Be Bold Be Big recruitment campaign, designed to be laser-focused on the current need for male mentors, or Big Brothers. While YBBBS encourages both female and male Bigs to sign up, the list of young men waiting to be matched is considerable.

Throughout the month, YBBBS will share the importance of mentoring and the tremendously positive impact it can have on the personal growth and development of young people. It will stress the need for males to step up for local youth now more than ever. The Be Bold Be Big campaign will include network television, local radio, and digital media across the state of Arizona.

The core model of YBBBS is focused on building bridges in communities by connecting one adult with one child and supporting that match at every stage. The organization focuses on a child’s potential, and the role of positive adults in helping children achieve their best possible futures.

Learn more about YBBBS or how to get involved at <https://www.bbbsaz.org/be-bold/>

For more than 50 years, Yavapai Big Brothers Big Sisters has operated under the belief that inherent in every young person is the ability to succeed and thrive in life. YBBBS makes meaningful, monitored matches between adult volunteers called Bigs and youth called Littles, ages 6 to 24. We develop positive relationships that have a direct, positive, and lasting effect on the lives of young people.