

TOGETHER, WE ARE DEFENDERS OF POTENTIAL

FOR IMMEDIATE RELEASE

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Big Brothers Big Sisters Partners with the NFL Inspire Change Initiative and New York Jets for *The Big Draft*

ASBURY PARK, NJ — Big Brothers Big Sisters of Coastal & Northern New Jersey (BBBSCNNJ) is partnering with NFL Inspire Change and the New York Jets for The Big Draft volunteer recruitment campaign. BBBSCNNJ is seeking to draft new Big Brothers and Big Sisters to serve as life-changing mentors for local children in need of positive role models.

"We are very grateful for NFL Inspire Change and the New York Jets' partnership on this recruitment initiative," said William Salcedo, BBBSCNNJ Executive Director. "Kids on our waiting list are in need of mentorship, and The Big Draft is an opportunity to match them with caring adult volunteers."

With The Big Draft comes big perks thanks to the New York Jets. The first 32 Bigs to complete the enrollment process and training will receive team swag and be entered to win an exclusive Jets gameday experience.

"The Jets are proud to continue our long-standing partnership with Big Brothers Big Sisters of Coastal & Northern New Jersey," said Jesse Linder, Jets Vice President, Community Relations. "We have provided over 100 matches with once in a lifetime experience on gameday and look forward to drafting more Bigs for kids in need of mentorship."

Interested volunteers can learn more about The Big Draft and apply to become a Big at mentornj.org/thebigdraft.

BBBSCNNJ's mission is more critical than ever as the agency continues to serve 1,200 children with one-to-one mentoring throughout 10 counties in New Jersey. From emotional support to the joy of having a trusted friend in their corner, Bigs provide the stability that Littles need to achieve their full potential.

To learn more about BBBSCNNJ or make a donation, visit mentornj.org and follow the agency on Facebook, Twitter, and Instagram.

About BBSCNNJ:

For the past 45 years, Big Brothers Big Sisters of Coastal & Northern New Jersey has been making a positive difference in the lives of at-risk children through professionally supported, one-to-one mentoring relationships with adult volunteers. BBSCNNJ empowers children to achieve their highest potential as they grow to become confident, competent, and caring individuals. For more information on becoming a Big Brother or Big Sister or to donate, visit: www.mentornj.org.