

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 the National Football League’s (NFL) Inspire Change initiative and the New York Jets for *The Big Draft*, a volunteer recruitment campaign. BBBSCNNJ is seeking to draft the next generation of Bigs to serve as life-changing mentors for local children in need of positive role models.

“We are very grateful for the NFL’s Inspire Change initiative 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 raise awareness of the need for 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 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 221 Bigs and Littles with once-in-a-lifetime experiences on gameday and look forward to drafting more Bigs for kids in need of mentorship.”

In addition to the exclusive gameday experience, the NY Jets have announced that BBBSCNNJ will be a beneficiary of their annual Draft Day Party 50/50 raffle taking place at MetLife Stadium on Thursday, April 28. Anyone interested in attending the draft party should go to nyjets.com/draftparty.

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

BBBSCNNJ’s mission is more critical than ever as the agency continues to serve over 1,300 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 BBBSCNNJ:

For the past 46 years, Big Brothers Big Sisters of Coastal & Northern New Jersey has been making a positive difference in the lives of children through professionally supported, one-to-one mentoring relationships with adult volunteers. BBBSCNNJ empowers children to achieve their highest potential as they grow to become confident, competent, and caring individuals. BBBSCNNJ currently represents 10 counties in New Jersey, including Bergen, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, and Warren. For more information on becoming a Big Brother or Big Sister or to donate, visit: www.mentornj.org