



MEDIA RELEASE

FOR IMMEDIATE RELEASE
Friday, March 26, 2021

SERVUS CREDIT UNION PARTNERS WITH BIG BROTHERS BIG SISTERS IN LAUNCHING THE “Small Act BIG Impact” CAMPAIGN

Red Deer, AB – The recent cancellation of the Big Brothers Big Sisters (BBBS) annual BIG Pursuit fundraising event, due to COVID-19 has had a tremendous financial impact on the agency. In response to this challenge BBBS has partnered with our corporate friends at Servus Credit Union and BIG 105.fm to launch the “Small Act BIG Impact campaign”.

This campaign is an online crowdfunding initiative that will run until April 30 with a fundraising goal of \$50,000. The strength of a crowdfunding campaign is dependent upon the social engagement reach of all our supporters through their contacts, such as email and social media platforms. As an incentive to donors to make their donation go further, Servus Credit Union will match all donations to a maximum of \$20,000.

“We’re extremely proud of our long-standing relationship with Big Brothers Big Sisters of Red Deer & Area and it only makes sense for us to step up and help them more at a time like this.” explained Rob Stryker, VP Corporate Services. “We know that children have experienced a lot of challenges throughout the pandemic, and mentorship through this program is perhaps even more important than ever.”

Donations can be made by visiting www.youthhq.ca and clicking the campaign link, or go directly to the campaign at www.give.charityvillage.com/bbbsreddeer. Donations can also be received by mail or dropped off directly at Youth HQ/Big Brothers Big Sisters of Red Deer and District (4633 49th Street, Red Deer, AB T4N1T4)

“Servus Credit Union has been a long-time supporter of BBBS and we feel very privileged to have their support in such a strong way this year, especially given the current circumstances. Thank you also to our media partner BIG 105.fm for their continued support of BBBS.” says Rob Lewis, Executive Director of Youth HQ.

In these challenging times, children and families are struggling to cope, understand, and deal with mental health issues. Every child deserves the chance to exceed beyond the circumstances that surround them. Every child needs someone to look up to. “Invest in a child, Invest in a future”.

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About Big Brothers Big Sisters of Red Deer and District

Big Brothers Big Sisters of Red Deer and District enables life-changing mentoring relationships to ignite the power of young people. Providing life changing mentoring experiences since 1976, Big Brothers Big Sisters has been matching children and youth with adult role models who help

them achieve their biggest possible futures. We believe we are #BiggerTogether, and currently work with over 200 young people to ignite their potential.

About Youth HQ

Youth HQ empowers youth by fostering a community of support. Our network seeks to instill young people with confidence in their unique identities and abilities, providing them with skills for life through knowledge, healthy relationships, and quality experiences while providing safe environments to learn and grow. Youth HQ coordinates programming for Big Brothers Big Sisters of Red Deer & District and Boys & Girls Club of Red Deer & District, offering numerous programs and services that support children, youth and families.

About Servus Credit Union

At Servus Credit Union we're building a better world, one member at a time. We've been shaping the financial fitness of Albertans for more than 80 years with a full line of secure financial services. We help members manage their money wherever they are through more than 100 branches in 59 communities; online, mobile and telephone banking; and 1900 no-fee ATMs across Canada. We re-invest our profits in our members and the communities we serve. For more information, call 1.877.378.8728 or visit servus.ca.

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