



## MEDIA RELEASE

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FOR IMMEDIATE RELEASE  
Sunday, March 13, 2022

### **SERVUS CREDIT UNION PRESENTS THE 2022 BIG PURSUIT EVENT IN SUPPORT OF BIG BROTHERS BIG SISTERS OF RED DEER**

**Red Deer, AB – We're Back ... Bigger and Better.** The 2022 BIG Pursuit campaign starts on Tuesday, March 15 and concludes on BIG Pursuit event day on Sunday, May 1, 2022. This is the primary annual fundraising event in support of Big Brothers Big Sisters of Red Deer and District.

Participate as an individual or get a group of family, friends or co-workers to join you. Simply collect pledges during the 6-week campaign and join us on BIG Pursuit Day to hunt for the Golden Keys located somewhere in Red Deer. The more funds raised the more clues you get. The location can be solved using a minimum of one to a maximum of seven clues combined with some creative thinking.

For more information and to register simply go to [www.youthhq.ca](http://www.youthhq.ca)

If you're looking to spend a Sunday afternoon solving some clues in search of the Golden Keys and making a difference ... for kids sake, check out the BIG Pursuit. There are more than 60 children in Red Deer looking for a caring mentor and someone to look up to. Get involved, ignite potential and be the reason a child succeeds. "Fundraising has been challenging for the past few years. Despite those challenges the agency has been able to adapt and ensure kids continue to be connected to caring mentors. A special thanks to our friends at Servus Credit Union for their continued support and belief in our efforts to support children and families throughout Red Deer and Central Alberta." states John Johnston, Community Engagement Manager, Youth HQ.

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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 220 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**



Community building and helping people are two of the guiding principles that make Servus Credit Union unique. Servus helps build lives not just bank accounts. Our commitment goes beyond simply investing dollars. In addition to donations and sponsorships, Servus supports charitable organizations, service clubs, and community groups through employee fundraising and volunteerism. We're fully invested in the communities we live and work in.

### **For more information, contact:**

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