



November 4, 2009

FOR IMMEDIATE RELEASE

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ARBY'S DONATE A DOLLAR CAMPAIGN RESULTS IN A BIG DONATION TO LOCAL BIG BROTHERS BIG SISTERS AGENCY

Winston-Salem, N.C. - This past summer, local Arby's restaurant customers in Clemmons, Galax, Kernersville, Jonesville, Mount Airy, and Winston-Salem donated \$1 to Big Brothers Big Sisters Services, Inc. to help the organization match a child with an adult mentor. As a result of the "Donate a Dollar" campaign, Arby's generously donated \$4,863 to the agency. Nationally, Arby's customers donated \$2.2 million dollars to Big Brothers Big Sisters agencies.

"We are thrilled to receive the donation from Arby's," says Amy Mack, President/CEO of Big Brothers Big Sisters Services, Inc. "It is wonderful to know that even during these tough economic times, people still see the benefit of helping the young people in our community through Big Brothers Big Sisters."

Big Brothers Big Sisters will use the funds for recruiting, processing background checks, matching and professional support of the matches made with children and volunteers.

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Big Brothers Big Sisters exists to empower our children to reach their potential by continuously recruiting, developing, and training mentors to provide professionally supported, one-to-one Big Brothers Big Sisters' relationships. Currently serving more than 600 young people in both Forsyth and Davie counties, these safe and rewarding relationships result in "littles" who are less likely to use drugs and alcohol and more likely to stay in and improve their standing in school in addition to being more productive members in their home. Serving Forsyth County since 1977, Big Brothers Big Sisters Services Inc. is affiliated with Big Brothers Big Sisters of America, a national organization that began serving children in 1904.

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