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**Big Brothers Big Sisters of Eastern Missouri Seeks to Recruit “90 Men in 90 Days”**

***Volunteer campaign designed to spotlight longstanding need for Big Brothers***

**ST.  LOUIS, October 1, 2019 –** In an effort to recruit much-needed volunteers to mentor young boys – particularly African American youth – Big Brothers Big Sisters of Eastern Missouri (BBBSEMO) is launching its second annual **“90 Men in 90 Days”** (#90Menin90Days) campaign. The effort kicks off October 1 and runs through the end of the year (December 31).   
  
While the agency actively supports 1,800 young people, ages 5-25, throughout Eastern Missouri, more than 400 boys are currently waiting to be matched with a Big Brother.

“Each year, 80 percent of the young people waiting are boys. These youth, ages 6-14, are eager to have a Big Brother or Big Couple in their lives — someone to talk to, learn from, and grow with as they hang out together. I know Cape has the heart to eliminate the wait for so many of its sons," says BBBSEMO President and CEO, Rebecca (Becky) J. Hatter.  
  
“Many Cape matches enjoy SEMO athletics games and arts events, as well as Cape’s beautiful parks and historic downtown," adds Ashley Beggs-Seiler, Executive Director of BBBSEMO's Southern Region. "But most often, our Bigs and Littles tell us they enjoy ‘ordinary’ things like cooking together, walking the dog, or playing board games together at home.”

BBBSEMO hopes the campaign will inspire men across the region to step up and volunteer their time to help strengthen the community one boy and one Big Brother at a time.

“My experience with my Big Brother was special in every way. He taught me the value of commitment by staying consistent as a mentor to me for 23 years," says previous Little Brother and BBBSEMO Director of Learning and Talent Jerome Harris. "All of our times together were not just laughs and jokes, but also difficult moments that helped us build a bond.”

To support this campaign and sign up to become a Big, visit [www.bbbsemo.org](http://www.bbbsemo.org/) and click “volunteer today.”

**About Big Brothers Big Sisters of Eastern Missouri** **(BBBSEMO)**   
Big Brothers Big Sisters of Eastern Missouri, founded in 1914 as a “charter” affiliate of Big Brothers Big Sisters of America, is guided by the principle that “In relationship, young people grow up with love, hope, and opportunity.” BBBSEMO’s approach includes five key elements: Create trusting, enduring relationships between young people (ages 5-25) and adult role models, mentors, and advocates; support academic success kindergarten to career; promote health and well-being; host life-skills training and development; coordinate temporary resources to support youth, parents, and families. The agency supports children and families in St. Louis City and County; St. Charles and Jefferson Counties; and Cape Girardeau and Scott Counties. Big Brothers Big Sisters of Eastern Missouri is a proud member of the United Way. For more information, visit [www.bbbsemo.org](http://www.bbbsemo.org/).

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