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101 ESPN Drives for 101 Youth Mentors in 101 Days With “Be Big” Recruitment Campaign For Big Brothers Big Sisters of Eastern Missouri

ST. LOUIS – October 2021 – To recruit more mentors for St. Louis area youth, 101 ESPN Radio, in conjunction with Regions Bank and York St. Louis, has launched the “Be Big” campaign. This 101-day effort aims to spur 101 adult listeners to apply as volunteer mentors for 5- to 17-year-olds with Big Brothers Big Sisters of Eastern Missouri (BBBSEMO).

The “Be Big” campaign, initiated by 101 ESPN Blues announcer and alumni Big Brother Chris Kerber, will hit the airwaves and digital platforms for just over three months; its goal is signing up 101 “Bigs” – Big Brothers, Big Sisters, Big Couples, and Big Families – with BBBSEMO.

“Sports fans understand what’s at stake in the 4th quarter,” says Linda Robinson, BBBSEMO’s Director of Volunteer Recruitment. “It’s that time for us, and time for our community to show up and show out. So we’re excited BBBSEMO and 101 ESPN have teamed up to make a difference in youth lives, and so grateful York St. Louis and Regions Bank have backed this effort. We hope this ‘Be Big’ campaign encourages family, friends, and fans to become mentors who are willing to share guidance and life experiences with a Little Brother or Little Sister.”

“I have been a Big Brother before, and it is one of the most rewarding things I have ever done in my life,” says Chris Kerber in the “Be Big” campaign’s marquee video. “It will not just impact the life of the Little you get matched with – it will impact you.”

101 ESPN’s “Be Big” recruitment campaign will continue through mid-January 2022. To sign up to become a Big, visit www.bbbsemo.org/volunteer. For more information about ways your organization can support “Be Big” efforts, contact Linda Robinson at lrobinson@bbbsemo.org. To schedule an interview with Linda Robinson, key staff, or an active Big Brother, contact VP of Marketing & Experience Kristy Fairbanks at (314) 361-5900 or kfairbanks@bbbsemo.org.

About 101 ESPN

Since 2009, 101 ESPN is the only FM sports talk station in St. Louis, providing streaming content via its websites, app, and podcasts. The exclusive radio home of the St. Louis Blues, 101 ESPN stands apart with talent and contributors who have been awarded numerous Emmys, Marconi Award nominations, and National Association of Broadcasters recognition. 101 ESPN is LIVE and Local in the community and accessible to listeners through social media, where fans can engage with on-air personalities – familiar voices and faces also seen on television programming like Bally Sports Midwest. Along with 101 ESPN, parent company Hubbard Interactive also owns KSHE95, 92.3 WIL, 105.7 The Point, 106.5 The Arch, and 2060 Digital, whose services include targeted display ads, social media management, search engine optimization, and more. Visit <https://www.101espn.com/> for more details.

About Big Brothers Big Sisters of Eastern Missouri (BBBSEMO)

Big Brothers Big Sisters of Eastern Missouri serves youth and community since 1914. With over 1,400 active matches in its one-to-one mentoring program, youth outcomes are improved. Its one-to-many initiatives broaden the scope of service and include the ABCToday initiative in 19 schools; its Big Futures program serving alumni Littles ages 18-25; and its community-gathering space at Anew. 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, contact Miya Norfleet (email - media@bbbsemo.org, phone - (314) 615-1094) or visit www.bbbsemo.org.