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For Immediate Release

BATTLE @ THE BALLPARK
ROCK! PAPER! SCISSORS!

Big Brothers Big Sisters of Eastern Missouri launches new campaign, corporations step up to reach 50% of fundraising goal on first day

Backed by major corporate sponsors and peer-to-peer fundraising, BBBSEMO's new Rock Paper Scissors: Battle at the Ballpark campaign will culminate in an epic showdown event on the field at Busch Stadium on Saturday, June 4, 2022.

ST. LOUIS, MO, March 21 – Big Brothers Big Sisters of Eastern Missouri (BBBSEMO) is putting the fun in the spirit of fundraising once again with **Battle @ the Ballpark: Rock! Paper! Scissors**. This innovative campaign is a first-of-its-kind fundraiser built around Rock Paper Scissors – a game that anyone can play with even odds for winning – BBBSEMO's new effort to raise \$1M for St. Louis youth promises friendly, competitive fun for a worthy cause.

The Battle @ the Ballpark will capstone the campaign on the evening of Saturday, June 4, featuring a bracket tournament played on the field at Busch Stadium to crown an ultimate Battle champion. Guests 21 & older will have the opportunity to explore the dugouts while enjoying entertainment & more. Individuals who raise \$250 or more in friend-to-friend fundraising get dibs on perks like Cardinals game vouchers and Green Seats for the event.

Local corporations like Dowd Bennett, Edward Jones, Renaissance Financial, Metal Exchange and Weissman Dancewear have been quick to answer the battle cry, driving donations to over 50% of their goal on the first day.

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Reaching \$1 million through the Battle @ the Ballpark: Rock! Paper! Scissors! campaign will fund BBBSEMO's mission to partner with young people, ages 5-25, in their pursuit of a meaningful, stable, and independent life. This includes 1:1 "matches" of youth with caring adult mentors, and one-to-many initiatives that encompasses education and workforce development support.

Becky Hatter, President & CEO of BBBSEMO, said, "When young people are surrounded by a network of people committed to their well-being, we see self-esteem soar, graduation rates climb and families thrive. With the support they desire and deserve, young people come to understand the future is theirs to define... and they feel confident enough to pursue it."

Big Brothers Big Sisters of Eastern Missouri welcomes all to throw down for fun that puts St. Louis kids first. Corporations and individual donors alike are invited to sponsor the event, which includes benefits like tables at the event, branding opportunities & more. For more information on individual fundraising, sponsorship opportunities & more visit www.bbbsemo.org/battle.

About Big Brothers Big Sisters of Eastern Missouri (BBBSEMO)

Big Brothers Big Sisters of Eastern Missouri located at 501 N. Grand Blvd in St. Louis, has served youth and community since 1914. Through BBBSEMO's 1,100 active matches in its 1:1 mentoring program and signature one-to-many efforts, youth outcomes are improved. BBBSEMO's initiatives encompass supports for education and workforce development; these include ABCToday (in 19 schools, K-12), Big Futures (young people ages 18-25), and First Job (ages 15-17). 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.

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