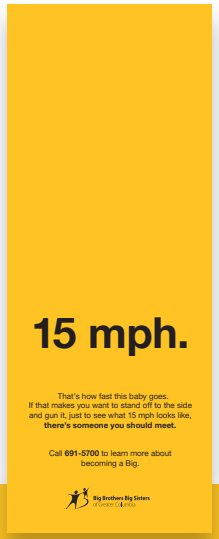

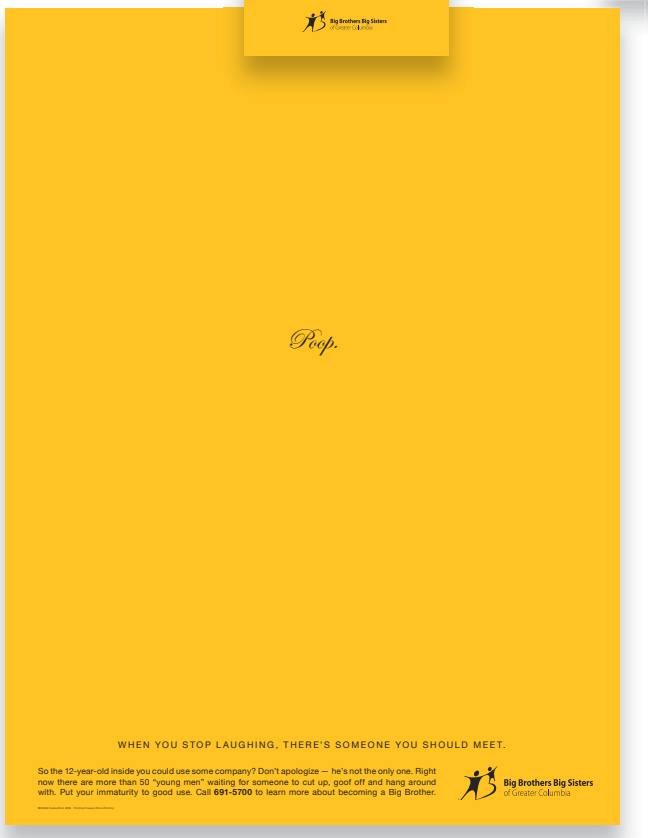

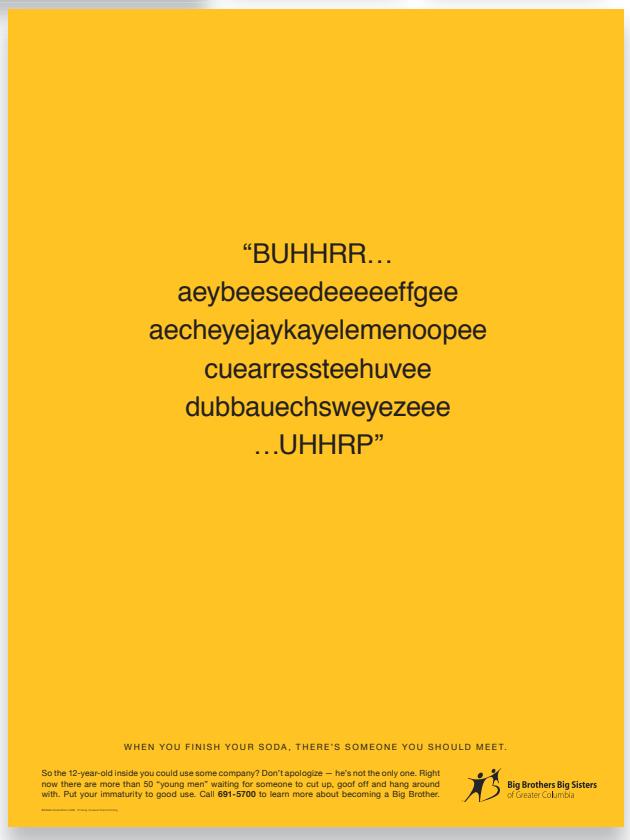

Big Brothers Big Sisters

WHAT THEY DO

Helps children reach their potential by matching children with adult volunteers for friendship, guidance and support.

WHAT THEY NEEDED

A set of marketing materials to attract more male volunteers.

WHAT WE DID

An awareness campaign of posters, an airplane-flyer, wallet card and treadmill tag.