



**News Release**  
**FOR IMMEDIATE RELEASE**  
**June 4, 2009**

## **COBS Bread Brings a 'Rise' in Donations to Big Brothers Big Sisters**

COBS Bread raised \$6,690 for Big Brothers Big Sisters mentoring agencies across Canada this spring. In March, COBS bakeries nationally promoted the 'big' need for more Big Brother and Big Sister volunteer mentors while also raising money for the 13 Big Brothers Big Sisters agencies that operate in communities where COBS has stores. On March 28<sup>th</sup>, 2009 COBS bakeries donated \$1 for every 6 pack of hot cross buns sold to the Big Brothers/Big Sisters agency in their area, plus cash donations were collected from customers.

"We are so thrilled that COBS Bread has chosen to support mentoring in Canada," says Big Sisters of BC Lower Mainland Interim Executive Director, Susan Climie. "After a successful inaugural year of this national partnership between COBS and Big Brothers Big Sisters, we look forward to growing this relationship with COBS in the coming years to bring awareness, volunteers, and funds to Big Brothers Big Sisters agencies."

"It is my hope that many more children, like my Little Sister Simmone, will be able to have Big Sister or Big Brother mentors as a result of COBS' support," says Big Sister volunteer Laura MacCormack.

COBS Bread places a high emphasis on learning and personal development by supporting and challenging its people to reach their full potential - values that align well with Big Brothers Big Sisters' aim to help young people develop their self-esteem and reach their full potential through mentoring.

**Big Brothers Big Sisters** agencies match children and youth with volunteer adult mentors who provide a positive influence in lives of these 'Littles' when one is needed. More than 26,000 children are being served by 140 agencies in more than 1,000 communities across Canada.

**Big Sisters of BC Lower Mainland** enhances the confidence, self-esteem, and well-being of girls through supportive friendships with caring women. Big Sisters matches girls, ages 7 to 17, with female volunteers in mentoring relationships and provides ongoing support to these matches. Big Sisters of BC Lower Mainland understands the many obstacles young girls face as they navigate their way through childhood and adolescence and believes that girls who are dealing with overwhelming life challenges or social isolation can greatly benefit from having a positive, female mentor in their lives who can cheer them on success.

**COBS Bread** is part of the world's most successful franchise bakery network - Bakers Delight. An Australian owned company, Bakers Delight has been in operation for over 29 years, with more than 700 bakeries across Australia, New Zealand, and Canada where the company trades as COBS Bread. COBS Bread has built a company that places a high emphasis on learning and personal development by supporting and

challenging its people to reach their full potential – values that align well with Big Brothers & Big Sisters' aim to help young people develop their self-esteem and reach their full potential through mentoring.



**PHOTO:** Chris Gurney, President COBS Bread, Little Sister Simonne and her Big Sister Laura, and Zeinul Banali, owner of the COBS Bread Main Street store in Vancouver.

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**Interested in doing a story on a Big & Little match that COBS has helped support?**

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