



News Release
FOR IMMEDIATE RELEASE
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COBS Raises Dough for Big Brothers Big Sisters



COBS Bread staff, Big & Little Brothers and Sisters, and COBS' mascot 'Bread Head' all helped raise \$29,714 for Big Brothers Big Sisters agencies this spring.

COBS Bread raised more than **\$38,000** for **Big Brothers Big Sisters of Canada** with their spring scone fundraiser. On Saturday and Sunday, May 8 and 9, COBS Bread bakeries donated \$0.50 from the sale of every scone to their local Big Brothers Big Sisters agency. Bakeries also collected cash donations from their customers for the charity between Thursday, April 8 and Wednesday, May 12.

In just the second year of this partnership, COBS raised almost six times more than the \$6,690 raised last year and far surpassed their 2010 goal of raising \$10,000 for the agency.

"We are so happy to have COBS Bread supporting mentoring across Canada," said Big Sisters of BC Lower Mainland Executive Director, Shannon Newman-Bennett. "Not only is COBS raising funds so local agencies can provide more children with the support of a positive role model, but they are also promoting the importance of mentoring and the need for more men and women to volunteer across the country."

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.

"This is not a one-off relationship, COBS is dedicated to working with Big Brothers Big Sisters going forward. It's exciting to support an organization where you really feel like you are making a difference. At COBS Bread we are committed to our people and our community, Big Brothers Big Sisters is committed to positively enhancing the lives of children, we see the partnership as a natural fit," says Roger Gillespie, President of COBS Bread.

[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. Currently,

more than 27,000 children are being served by 135 agencies in more than 1,000 communities across Canada.

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 30 years, with more than 700 bakeries across Australia, New Zealand and Canada, where the company trades as COBS Bread.

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