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For Immediate Release

BIG BROTHERS BIG SISTERS OF DANE COUNTY LAUNCHES NEW SCHOOL SITE BY PARTNERING WITH LYFT

Dane County's mentoring organization's new school site launches with help from Lyft

MADISON, WI, April, 2019 – Big Brothers Big Sisters of Dane County (BBBS) announced a new partnership with Lyft to support their new School Friends location at Mendota Elementary School. BBBS empowers children to realize their potential and build their futures.

"We are excited to have support from Lyft to help us launch our new school site. We hope that by making transportation more accessible to our volunteers, we will be able to match more waiting Littles to a mentor," says Sandy Morales, BBBS CEO.

School Friends is a site-based mentoring program at the Littles' school usually during lunch or after classes, and it focuses on educational achievement, a higher sense of self-worth and avoidance of risky behaviors. School Friends mentors are adults aged 18 and older, but many are college age students, so BBBS partnered with Lyft to provide transportation for them to get to and from the school sites. This has allowed BBBS to launch their new school site at Mendota Elementary School, which requires traveling away from campus.

"We're always looking for new ways to improve people's lives with the best transportation, and that's really coming to life here in a powerful way," Jean-Paul (JP) Biondi, Wisconsin market manager for Lyft. "By making it easier and more convenient for volunteer mentors of Big Brothers Big Sisters of Dane County, we hope that even more Littles' lives can be positively impacted."

In addition to School Friends, BBBS offers Community-Based mentoring. These relationships involve one-on-one outings and activities. At the end of the day, it's really all about starting a friendship, providing guidance and inspiring youth to reach their potential. BBBS is currently at 10 different schools and serves over 600 kids in their programs.

"Having previously heard about Big Brothers Big Sisters, I always knew I wanted to be matched with a kindergartner," says Big Sister Dani Scholz. "The only problem was transportation, but with Lyft that isn't a problem anymore, and I get to see my Little Sister Aubrynn every week."

About Big Brothers Big Sisters of Dane County: Big Brothers Big Sisters of Dane County's mission is to provide children facing adversity with a strong and enduring, professionally supported one-to-one mentor relationship that change their lives for the better, forever. BBBS of Dane County serves more than 600 children in Dane County. For more information about the agency, visit www.bbbsmadison.org or call (608) 661-5437.