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MEDIA ALERT

IN JUST 10 DAYS, 22 LEADERS COLLECT \$26,000 IN CASH AND THOUSANDS OF ITEMS IN CLOTHING & SCHOOL SUPPLIES FOR BIG BROTHERS BIG SISTERS OF SOUTHERN NEVADA

Delivery to take place on Tuesday, June 1, at 6 p.m.

WHAT: On Tuesday, volunteers will deliver \$26,000 in cash and thousands of items of clothing and school supplies collected during a **10-day Giver Game make-a-difference stretch** to benefit **Big Brothers Big Sisters of Southern Nevada**. Giver Game is a volunteer philanthropy project developed by **ChoiceCenter Worldwide University** that is the “**Amazing Race**” version of charitable giving.

Big Brothers Big Sisters is the oldest and largest youth mentoring organization in the U.S. Their mission is to develop positive relationships that have a direct and lasting impact on young people ages 6 through 18. Research shows that after 18 months of spending time with their Bigs, the Little Brothers and Sisters are 46% less likely to begin using illegal drugs and 52% less likely to skip school. They are also more confident.

HOW: A Giver Game make-a-difference stretch occurs in a short window of time, proving that **a small group of committed people can make an extraordinary difference without spending a lot of time or money.**

WHEN: **Tuesday, June 1**
6 p.m.

WHERE: ChoiceCenter Worldwide University (location where we will load the **Big Brothers Big Sisters Delivery Truck** and present the check to **BBBS**)
9145 W Russell Road
(Russell Road & I-215 in the Desert Canyon Business Park)
Las Vegas, NV 89148

OTHER FACTS: Recent 7-day Giver Games have created: **\$253,000 Extreme School Makeover** of **Rex Bell Elementary** in Las Vegas and **\$100,600** in cash to supply water to a **girls school in Nigeria**. **BIG GIVE** 4-hour Saturday Giver Games have yielded: **12,000 items** for **Las Vegas Street Teens**; **27,000 items** for **Haiti relief**; and **55,000 items** for **Child Haven**.

MORE:

Giver Game is a volunteer and community support project developed by ChoiceCenter Worldwide University. Giver Game is a challenge to complete one act of kindness daily. Every morning, Giver Game participants receive a make-a-difference stretch assignment that benefits people, animals or the planet. The giving multiplies when people play in cities all over the world simultaneously. Once a month, Givers play BIG GIVE SATURDAY together in support of a larger community project, achieving an outrageous philanthropy goal in just 4 hours. ChoiceCenter leadership teams also adopt a local charity monthly for a 7- or 10-day Giver Game stretch. For additional information about Giver Game, visit www.givergame.com

ChoiceCenter Worldwide University, founded in 1997, is a leader in personal development and leadership training, as well as business and life coaching. Courses are designed for high performers wishing to elevate their quality of life, and reach the next level of success. The company is renowned for its Leadership Legacy program that pairs students with a personal coach for 100 days to support individuals in creating their dream life. Leadership Legacy also includes weekly community service for individuals through Giver Game, and a two-week team service project aimed at producing inconceivable outcomes under extreme time constraints. www.choicecenter.com