

PRESS RELEASE

FOR IMMEDIATE RELEASE

A clothing donation campaign that will fund youth mentoring

Montreal, June 19, 2019 - The Big Brothers Big Sisters of Greater Montreal Foundation will launch the month-long " Lâche le morceau " clothing collection campaign on June 25, 2019, to raise funds for youth mentoring programs.

Between spring cleaning and moving time, it is the ideal time to make room in your wardrobe.

"Faire le vide pour faire le bien ", the slogan sums up the idea of this campaign well. Inviting as many people as possible to sort through their clothes, knowing that the donations will be used to finance a noble cause.

The campaign highlights the Foundation's home clothing collection service and the many benefits of donating your clothes.

"We want to inform people about the ease with which it is possible to donate our home collection service. All you have to do is register online and leave your donations outside the door on the day of the pickup. It's so simple! " explains Jean Laberge, Executive Director at the GFGS Foundation.

Through its at-home clothing pickups, the Foundation provides more than 50% of the GFGS's funding.

Through the clothing drive that ran from June 25 to July 25, 2019, the Foundation wished to obtain the support of new clothing donors, and thus continue to offer a significant presence to as many young Montrealers as possible who need it.

Additional information on how to register for the at-home clothing collection and where to find donation boxes is available on the [organization's website](#).

About Big Brothers Big Sisters of Greater Montreal

(Source: <https://gfgsmtl.qc.ca/en/home/>)

Big Brothers Big Sisters of Greater Montreal is dedicated to helping children and youths who are faced with personal and socio-economic difficulties, as well as their families. Our agency offers professional mentoring services and an opportunity to acquire and improve personal strengths and interpersonal skills, contributing to a healthier life over the long term. Thanks to the involvement of volunteer mentors and donations from the community of Montreal, the organization currently provides quality mentoring services to more than 1,800 youths.

About the Big Brothers Big Sisters Montreal Foundation

(Source: <https://gfgsmtl.qc.ca/en/home/>)

Created in 1998, the Big Brothers Big Sisters Montreal Foundation offers donation collection services for clothing and other items to financially support the agency's development. Donations are collected through free home pickup services and donation boxes.

Find our logos, photos, and videos here:

<https://www.dropbox.com/sh/6z8rfd1vjeimq9d/AAB8hI7ScAiHtBTzHFtCO-Gha?dl=0>

MEDIA CONTACT:

To arrange an interview with Maxime Bergeron Laurencelle (Executive Director at BBBS):

Maxime.bergeron-laurencelle@grandsfreresgrandessoeurs.ca

(514) 779-2380 or (514) 842-9715, extension 329

To arrange an interview with Jean Laberge (General Manager of the BBBS Foundation):

jean.laberge@grandsfreresgrandessoeurs.ca

(514) 842-9715, extension 223