



Grands Frères Grandes Sœurs du Grand Montréal  
Big Brothers Big Sisters of Greater Montreal

## PRESS RELEASE

For immediate release

### **The Neighborhood Cleanup - Volunteers work together to clean up the Hochelaga-Maisonneuve neighbourhood**

**Montreal, June 7, 2019 - Big Brothers Big Sisters of Greater Montreal will organize, in collaboration with Rogers, an event inviting volunteers to clean up the Hochelaga-Maisonneuve neighbourhood on Saturday, June 8. Members who have volunteered for this good deed include BBBS mentors and mentees as well as Rogers employees and their children.**

The annual Neighborhood Cleanup will take place on Saturday, June 8 in the residential district of Hochelaga-Maisonneuve.

More than 70 volunteers, including BBBS matches, Rogers volunteers and their children, will clean streets, curbs, sidewalks and Raymond-Préfontaine Park during the morning. Also present at the event will be Rogers Communications President Édith Cloutier, who will give a welcome address. The event will end with a well-deserved picnic in Raymond-Préfontaine Park.

"The objective of the Neighborhood Cleanup is not only to improve the appearance of the city's neighborhoods, but also to give participants a great sense of accomplishment and solidarity. These volunteers who strive to contribute to their communities hope to inspire others, especially children. We hope that the youngest will be encouraged to serve their community in one way or another in a spirit of solidarity and collaboration," says Maxime Bergeron Laurencelle, Executive Director at BBBS.

This event is a first for the NPO, whose services are focused on helping children and youths reach their full potential through mentoring.

The Neighborhood Cleanup is an important event for Big Brothers Big Sisters of Greater Montreal, highlighting the wealth of a caring community through the realization of good deeds.

## **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.

**Find our logos, photos and videos here:**

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

### **MEDIA CONTACT:**

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