MEDIA ADVISORY

January 20, 2017

Contact: Vernon Stewart
(850)435-1623

Emma McBride-Taylor
(850) 435-1621

The City of Pensacola will be holding a press conference with Big Brothers Big Sisters' of Northwest Florida on Monday, January 23rd, 2017 announcing the BIGS with Badges campaign launch. The event will be held in the City Hall courtyard starting at 2 PM. Big Brothers Big Sisters' will be announcing their partnership with the Pensacola Police Department, Escambia County Sheriff's Office and Pensacola Fire Department.

Who:

- Pensacola Police Department – Chief David Alexander
- Escambia County Sheriff's Department – Sheriff David Morgan
- City of Pensacola – Mayor Ashton Hayward
- Pensacola Fire Department – Fire Chief David Allen
- Big Brothers Big Sisters of NW Florida – Paula Shell

What: BIGS with Badges Campaign Launch

When: Monday January 23, 2017 at 2 p.m.

Where: City Hall, 222 W Main St, Pensacola, FL 32502

Big Brothers Big Sisters' nationwide initiative to recruit police officers as mentors for young people will pay dividends for the officers, the kids and the communities where they live and work. At the National level the program is known as "BIGS in Blue," this new program is a well-timed response to increasing tension between law enforcement and the public. It is just the kind of grassroots effort the country needs to reset the adversarial dynamic.

Here in Northwest Florida, the program will be called **"BIGS with Badges"** and will include fire, EMS, corrections, state and federal departments along with police departments.

Big Brothers Big Sisters of Northwest Florida has been the area's leader in one-to-one mentoring for 28 years by serving children ages 6 to 18. Our mission is to provide children facing adversity with strong and enduring, one-to-one relationships that change their lives for the better, forever. Last year, Big Brothers Big Sisters of Northwest Florida served 650 children in Northwest Florida.

If you have any additional questions please email pio@cityofpensacola.com You can sign up for specific notifications to include traffic advisories by visiting our Notify Me webpage.

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