



PAINT THE TOWN GREEN



How will YOU Paint the Town Green?

WHAT:

This is NOT a fundraiser. Paint the Town Green with us and spread the message and mission of Big Brothers Big Sisters. By using **green in your business or organization** during the week of **September 14-20, 2025**, you can help Central Indiana know that mentoring matters.

**September is Big Brothers Big Sisters Month, so help advocate for more mentorship during this month!*

WHY:

To **inspire** more individuals to **step up as mentors and advocates** in the community and help **make a lasting difference** in the lives of young people.

HOW:

It's simple. Use green any way you'd like to bring awareness to **Big Brothers Big Sisters of Central Indiana** and highlight our mission to empower children in our community. **No fundraising required.**

**A list of ideas and photos are included in this packet. Use your unique voice and reach out to Jackie Lai at jlai@bbbsci.org or 317.427.3704 with any questions!*

BENEFITS FOR YOU:

1. Your business or organization will be highlighted on BBBS of Central Indiana's social media platforms where we have a combined following of **11,500+ people**.
2. Your logo will be shared on our website and your business or organization's location will be featured on a Paint the Town Green partnership Google Map.
3. The opportunity to demonstrate your commitment to your local community and its kids.

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Big Brothers Big Sisters.
OF CENTRAL INDIANA
BEBIGFORKIDS.ORG

BIG BROTHERS BIG SISTERS BELIEVES...

When every young person has access to a positive mentor & a community where they feel included, it transforms their lives for the better - empowering them with a stronger sense of belonging & the opportunity to achieve their full potential

RIGHT NOW...

- **1 in 3 kids** in the United States **don't have a mentor** outside of their family
- **1,000+ local kids** are on the waiting list, ready to be matched with their mentor



A 2024 STUDY SHOWS...



BBBS Littles are **20% more likely** to enroll in postsecondary education



BBBS Littles **earn 15% more** over their lifetimes than their non-mentored peers



BBBS mentoring reduces the socioeconomic gap by **two-thirds**



About Big Brothers Big Sisters

For 120+ years nationally and 50+ years locally, Big Brothers Big Sisters (BBBS) has operated under the belief that every child has the inherent potential to succeed. By creating meaningful mentoring friendships between mentors (Bigs) and youth (Littles), BBBS helps build the village to support all match participants.



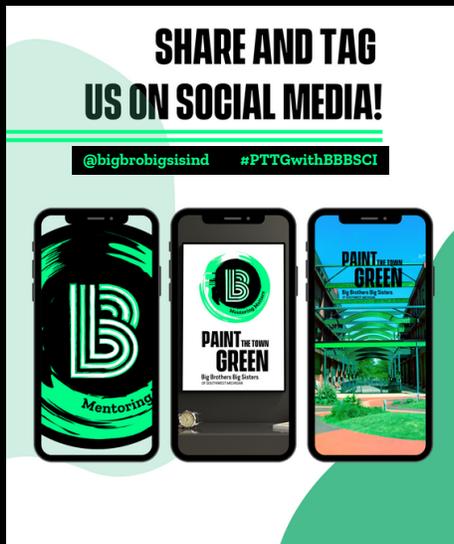
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Big Brothers Big Sisters.
OF CENTRAL INDIANA



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Display examples



@bigbrobigsisind #PTTGwithBBBSCI



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 **Big Brothers Big Sisters.**
OF CENTRAL INDIANA

SEPTEMBER 14-20, 2025

TELL US HOW YOU WILL

PAINT THE TOWN GREEN

WITH US!

CLICK HERE to let us know how
you'll be participating!

We'll provide additional details and more collateral as we follow up closer to Paint the Town Green week.

Reach out to Jackie Lai with any questions at jlai@bbbsci.org or 317.472.2704.

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