



Big Brothers Big Sisters
of Long Island

Press Release

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For Immediate Release

The Power of Mentoring Shared Firsthand at the 13th Annual Presidential Gala Benefitting Big Brothers and Sisters of Long Island

(Levittown) Big Brothers Big Sisters of Long Island (BBBSLI) shared the power of mentoring with 350 guests at their 13th Annual Presidential Gala on October 6th, at the Crest Hollow Country Club. The event honored 'Men of the Year' Robert Sterling Madden, Gerard O'Connor, and Robert C. Ward. The evening was led by Master of Ceremonies Jed Morey, COO of the Morey Organization, and featured a performance by Hofstra's elite Sigma Capella group.

Guest speaker Demarcus, a Little Brother in the BBBSLI mentoring program, spoke about the positive influence of his Big Brother Alan Perlman and his own struggles with cerebral palsy and missing a father figure in his life.

"My family has been through a lot of situations but Alan was always there," said Demarcus, "No matter where we ended up, Alan always showed up." Earlier this year, Alan was selected as the New York State 'Big Brother of the Year'.

The Presidential Gala 'Men of the Year' have given much of their time and energy to making a positive impact in the lives of Long Island's children, and along with the Gala committee, were instrumental in raising \$250,000 for BBBSLI.

Robert Madden, Managing Partner and Certified Financial Planner for Sterling Wealth Management Group has been a generous supporter of BBBSLI. Gerard O'Connor, V.P. Private Wealth Management of Goldman Sachs has served two years on the BBBSLI Board of Directors. Robert Ward, V.P. Branch Manager of HSBC bank, has been a supporter and Big Brother for eight years.

"Thank you BBBSLI for all you have done," remarked Mr. Madden, "and for what the future holds for our young men and women in this program."

"Our Bigs generously contribute invaluable support and the unending encouragement needed to help keep a child on the right path toward promise and possibility" said Mr. O'Connor.

Mr. Ward proudly acknowledged his now 20-year old Little Brother, Rich, whom he had invited to the event. "I have been a Big Brother for over eight years now, and it has been an incredible experience."

About Big Brothers Big Sisters of Long Island

Incorporated in 1977, Big Brothers Big Sisters of Long Island (BBBSLI) has operated under the belief that inherent in every child is the ability to succeed and shine. BBBSLI makes meaningful, professionally supported matches between adult volunteers ('Bigs') and children ('Littles'). Our mission is to promote the positive growth and development of Long Island's children by providing quality mentoring, education and support services.

BBBSLI provides a system of ongoing evaluation and support which is proven by independent studies to help families by improving the odds that "Littles" will perform better in school and avoid violence and illegal activities, and have stronger relationships with their parents and peers. To learn more about Big Brothers Big Sisters of Long Island, please visit us at www.bbbsli.org and help start something.

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