



Big Brothers Big Sisters
of Long Island

Press Release

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For Immediate Release

BBBSLI RECEIVES COMMUNITY IMPACT GRANT FROM NEW YORK LIFE

LEVITTOWN, NY, April, 2011 – Big Brothers Big Sisters of Long Island (BBBSLI) announced today that it was awarded a \$15,000 Community Impact Grant from New York Life Insurance Company to support their mentoring programs. “We are grateful for New York Life’s investment in our program,” said Mark Cox, Chief Development Officer. “New York Life’s ongoing service will enable more children across Long Island to have positive role models in their lives and realize their endless potential.”

“New York Life is proud to provide grants to local organizations that help meet the increasing needs of the community,” said managing partner of the company’s Long Island office, Sal Farina. “It’s gratifying to know this grant helps BBBSLI make meaningful matches between children and volunteer mentors that will help to create better lives for Long Island’s children and their families.”

The Community Impact Grant program, which began in 2008, awards grants of up to \$25,000 to local nonprofit organizations which are supported by New York Life agents and employees and address the needs of the community. One hundred and twenty-eight grants totaling over \$1.4 million have been awarded since the program’s inception.

New York Life Insurance Company, a *Fortune* 100 company founded in 1845, is the largest mutual life insurance company in the United States* and one of the largest life insurers in the world. New York Life has the highest possible financial strength ratings from all four of the major credit rating agencies. Headquartered in New York City, New York Life’s family of companies offers life insurance, retirement income, investments and long-term care insurance. New York Life Investments** provides institutional asset management and retirement plan services. Other New York Life affiliates provide an array of securities products and services, as well as institutional and retail mutual funds.

Please visit New York Life’s web site at www.newyorklife.com for more information.

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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

*New York Life is the largest mutual life insurance company based on the *Fortune* 500, ranked within industries, Insurance: Life, Health (Mutual), *Fortune* magazine, May 3, 2010.

**New York Life Investments is a service mark used by New York Life Investment Management Holdings LLC and its subsidiary, New York Life Investment Management LLC.

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