



Press Release

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17th Annual Big Day at the Lake: Offers Mentors and their Littles a Fun Day on Lake Norman and Lake Wylie

CORNELIUS, NORTH CAROLINA, JULY 24, 2021 — The 17th annual “Big Day at the Lake” event for the children in the Big Brothers Big Sisters of Central Carolinas took place on Saturday, July 24th on Lake Norman and Lake Wylie. The children (Littles) and their mentors (Bigs) spent the day on the lake with their volunteered Boat Hosts enjoying swimming, tubing, fishing, and more. Our fundraising goal for this year was \$75,000 and we were able to surpass it! Collectively we raised \$100,000 in donations and sponsorships.

This event was made possible through a large number of corporate sponsors, individual donors and volunteers. This year’s presenting sponsors include Champion Tire & Wheel, South Creek Construction, and the Freedom Boat Club. There were 75 matches (Bigs and Littles) and 50 Boats Hosts participated in this year’s event.

Event founder, Dave Yochum, says, “17 years ago, I could never have imagined that the simple idea of sharing Lake Norman with at-risk kids would turn into what we have today. I wanted the kids to have the opportunity to experience something they may not otherwise be able to enjoy. Each year the event gains more momentum and the outpouring of generosity is more than we could have ever imagined. Dozens of sponsors, region wide, are providing monetary and in-kind donations. The generosity from our community is unyielding.”

Big Day at the Lake has raised nearly \$2 million in support of Big Brothers Big Sisters of Central Carolinas over the past 17 years!

About Big Day at the Lake

Big Day at the Lake was founded 17 years ago by Dave and Tracy Yochum, as well as friends, neighbors and businesses who shared a vision of providing a boating experience to at-risk children who would not otherwise experience Lake Norman. It takes a village to run Big Day at the Lake, and we are grateful for the hundreds (literally!) of volunteers who donate their time and talents to serving at-risk children in Big Brothers Big Sisters of the Central Carolinas.

About Big Brothers Big Sisters of Central Carolinas

Big Brothers Big Sisters provides children with strong and enduring, professionally supported mentorships that change their lives for the better, forever. Big Brothers Big Sisters of Central Carolinas serves more than 1,500 youth each year, ages 5-18, in Mecklenburg, Cabarrus, and York counties, through meaningful, monitored matches between adult volunteers (Bigs) and youth (Littles). The impact of our one-to-one mentoring relationship leads to an increase in high school graduation rates, improvement in academic performance, increased aspirations, and a decrease in risky behaviors. During 2019 -2020, 100% of our littles avoided the juvenile justice system, while another 100% of high school seniors graduated. For more information, visit bbbscentralcarolinas.org.

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