

This release was originally distributed by the Arby's Foundation

ATLANTA, Nov. 08 /CSRwire/ – There are 30,000 American children waiting for a mentor, according to Big Brothers Big Sisters of America, the national organization devoted to matching mentors (“Bigs”) to children (“Littles”). The Arby's Foundation is helping sound the call for Bigs with a new TV spot called “The Big Wait” which is running as a public service announcement for the next six months on cable and digital channels including AMC, USA, FOX, Discovery and Hulu.

The poignant TV spot features teen and pre-teen boys and girls lining up at a mysteriously designated “Wait Here” spot in a crowded city. Passers-by wonder at the spectacle of a rapidly growing line of children queued up for their to-be-assigned Big Brother or Sister.

“When children have the influence of a caring adult, they are more likely to avoid risky behaviors and focus on academics,” said Stuart Brown, executive director of the Arby's Foundation. “Today's youth face a variety of challenges, and being matched with a Big Brother or Big Sister can help them reach their potential. We want to draw attention to the need for more Bigs.”

The Arby's Foundation, the independent charitable arm of Arby's, helps America's kids dream big and pursue their dreams with confidence. Building on a philanthropic heritage that has contributed nearly \$90 million to youth-related causes since its inception in 1986, the Arby's Foundation is committed to helping kids fuel, expand and pursue their dreams by focusing on childhood hunger, youth leadership and career readiness initiatives. To

learn more about how Arby's and Big Brothers Big Sisters is working to end the wait for America's youth, visit <http://thebigwait.org/>.

The Arby's Foundation is a registered 501(c)(3) organization headquartered in Atlanta. For more information, visit ArbysFoundation.org.

About Big Brothers Big Sisters of America

Since 1904, Big Brothers Big Sisters has been matching youth in meaningful, enduring, professionally supported mentoring relationships with adult volunteers who defend their potential and help them achieve their biggest possible futures. Big Brothers Big Sisters' evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and improved relationships. In the past 10 years, with 270 affiliates in all 50 states, Big Brothers Big Sisters has served nearly 2 million children. Learn how to get involved at BigBrothersBigSisters.org.