



*** MEDIA ALERT – ATTENTION SPORTS/FEATURES***

Big Brothers Big Sisters of Southwest Louisiana Hosts The Big Draft 24; Partners with NFL Inspire Change Initiative to Recruit Mentors During National Volunteer Month
Public invited to cheer as Bigs and Littles compete in inaugural flag football game

What: [Big Brothers Big Sisters of SWLA](#) is teaming up with the NFL's [Inspire Change](#) initiative **this weekend** for The Big Draft campaign to increase mentorship opportunities across the country. While the NFL begins drafting its next generation of superstar players this week, BBBSSWLA is committed to recruiting mentors, especially men and men of color, to help mentor and support youth in Southwest Louisiana.

The Big Draft 24 Flag Football game matches Bigs and Littles in elementary and middle school (coed) for 3 games (including a championship match). The community is invited to attend to cheer the players on and learn more about mentoring opportunities.

When: Saturday, April 27 – 10am to noon

Schedule: At least 2 games will be played between 11am and noon.

- 10am - 10:55am Players Stretch & Huddle
- 10:45am Jersey Mike's Check Presentation - NFL/LSU alum Keith Zinger
\$7,000+ donation from March 27 Day of Giving
- 10:55am Players run through banner
- 11am Game play begins!

Where: Ward 3 Recreation Complex Soccer Fields – [3210 Power Centre Parkway](#)

What: Event highlights include:

- The NFL has provided branded jerseys and flags for players to wear during the games.
- Bigs waiting to be matched will be playing against Littles looking for a Big Brother or Big Sister.
- The Big Draft 24 is sponsored by Ward 3 Recreation and Jersey Mike's Subs. Jersey Mike's and Coca Cola are donating food for players; Lake Charles store owner Keith Zinger is an LSU and Atlanta Falcons NFL alum.
- Members of the Zeta Psi Lambda Chapter of Alpha Phi Alpha are volunteering as referees and coaches.
- April is National Volunteer Month and volunteer mentors are needed in our community.

Why: Big Brothers Big Sisters of SWLA is teaming up with the NFL Inspire Change Initiative to draft the next team of mentors in our community. Today, 1 in 3 kids in America grow up without a mentor. Get off the sideline and become a Big in Southwest Louisiana!

Currently there are over 30,000 youth across the country waiting for mentors, called 'Bigs,' with most being young boys of color. Studies show that children who have role models are more likely to do better in school, have better connections with family and friends and are less likely to be involved in risky behaviors.

Who: [Erin Davison, MBA](#)

CEO of Big Brothers Big Sisters of SWLA

Players, coaches, and parents are also available for interviews.

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About Big Brothers Big Sisters of Southwest Louisiana

[Big Brothers Big Sisters of Southwest Louisiana](#) (BBBS SWLA) is celebrating 45 years (1979-2024) of facilitating meaningful, monitored matches between adult volunteers and children ages 6-18 in Allen, Beauregard, Calcasieu, Cameron, Jeff Davis, and Vernon parishes. The region's largest donor and volunteer supported mentoring network has a proud history of defending the potential of marginalized youth by creating and growing innovative mentoring programs with a focus on justice, equity, diversity, and inclusion (JEDI).

BBBS of SWLA believes that one-to-one mentoring relationships will ignite the power and promise of youth so they can achieve their full potential.

For more information visit www.bbbsswla.org .