

For Immediate Release

FOR FURTHER INFORMATION
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BIG BROTHERS BIG SISTERS OF MONMOUTH COUNTY HOSTS 11th ANNUAL MATCHING SMILES GALA

"Disco Ball" Theme Was the Highlight of the Event

Eatontown, NJ, October 22, 2009 -- Big Brothers Big Sisters of Monmouth County (BBBSMC) held its 11th Annual Matching Smiles Gala on Friday, October 16, 2009 at Spring Lake Golf Club in Spring Lake Heights, New Jersey. This year's theme was disco, and the event featured a cocktail reception complete with a signature "Discotini", silent & live auctions, a fabulous dinner, '70s style dancing under the disco ball complete with professional dancers.

BBBSMC honored New Jersey Natural Gas for the company's many contributions to the organization and our community. Kathy Kerr, NJNG Vice President of Customer Services accepted the award on behalf of the Gas Company.

Big Brother Matthew Burke spoke to the guests about the rewards of mentoring his "Little", Tony age 16, for nearly 10 years. Tony had the audience smiling one moment and in tears the next as he recalled growing up without a father and how his "Big" has been a positive role model in his life.

The Annual Matching Smiles Gala is the signature event for Big Brothers Big Sisters of Monmouth County. Every year, it brings nearly 200 of New Jersey's most affluent and influential individuals together for a night charged with raising much needed funds to support BBBSMC's one-on-one mentoring program. This year, the agency raised over \$150,000 in revenue and in-kind support and the proceeds will be used to support BBBSMC's mentoring programs and outreach services to the children of Monmouth County.

"It was a fantastic evening and we're grateful for all of the support from our guests and the community" remarked William Salcedo, Executive Director of Big Brothers Big Sisters of Monmouth County.

The 2009 Gala Committee included Pam Callender, Lauren Cesario, Karen Dempsey, Kristin Gaul, Gabriella McNamara, Chris Mittman, Stella Price, Valeria Ribeiro, and Georgia Walsh.

The mission of Big Brothers Big Sisters of Monmouth County is to make a positive difference in the lives of children, who are facing emotional, social, and academic challenges. Through professionally-supported relationships with a caring adult, Big Brothers Big Sisters assists the children in achieving their highest potential as they grow to become confident, competent and caring individuals. For more information, please call 732-544-2224 or visit our website at www.bbbsmonmouth.org.