

A new look for Big Brothers Big Sisters hopes to bring in more youth

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RAPID CITY, S.D. (KEVN TV) - Big Brothers Big Sisters is getting a new look. The mentoring organization released a video and a new logo to emphasize what they do to help children of all ages. With a more modern look, they hope to attract younger volunteers to help mentor kids.



Executive director for the Black Hills location of Big Brothers Big Sisters, Nicole Burdick, says that this is just a cosmetic change and that they will maintain the same objective.

"We still have the urgent mission to make a difference by providing children, kids with one-to-one matches so that kids can realize their full potential," says Burdick.

She also said that she hopes the community sees the effort they are putting in to helping local youth. Since the organization helps match up mentors with children from ages five to eighteen she hopes that more people can take part and help some of the older children in the community.

"People who wanted to volunteer thought we only had younger kids, but we really have older kids and that's where the need is, that's the biggest need the community has is working with our older kids because those are the kids that we're seeing running into problems," she said.

In the coming months the logo on the building will be changed and they will have a big open house for the re-branding in January which is also national mentor month.