



OFFICE OF THE MAYOR

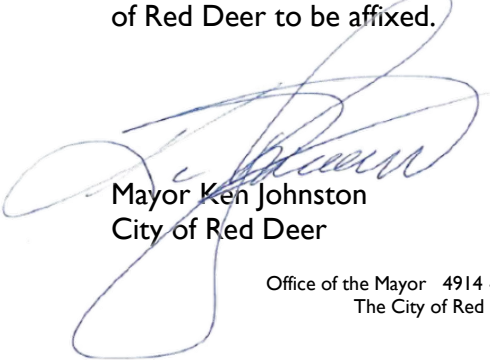
PROCLAMATION

- WHEREAS** Big Brothers Big Sisters of Red Deer enables life-changing mentoring relationships to ignite the power and potential of young people. Big Brothers Big Sisters recognizes the critical importance of mentoring relationships, and the commitment to all young people and the essential intervention service provided is needed like never before.
- WHEREAS** Mentorship has been proven to assist children and youth in our community and improves lives with positive motivation, relationships, and role modeling; and
- WHEREAS** Big Brothers Big Sisters believes mentoring is a critical factor in shaping healthy, productive, engaged citizens and it is important to build relationships with and through the lens of Equity, Diversity, and Inclusivity; and
- WHEREAS** Mentoring youth for just one hour a week can have lifelong impacts shaping our community's social and economic future; and
- WHEREAS** Mentorship is a means today to create a better tomorrow by having a positive influence on youth, particularly in the areas of self-confidence, school attendance, anti-bullying, high school completion rates, and mental health; and
- WHEREAS** There are over 70 local youth who want a mentor and the agency's goal is to recruit more volunteers based on the needs of young people in our community; and
- WHEREAS** September is recognized as "National Big Brothers Big Sisters Month" in Canada.

NOW THEREFORE

I, Ken Johnston, Mayor of the City of Red Deer, do hereby proclaim September 2025 as Big Brother Big Sister Month. I encourage all Red Deerians to become active members of this community initiative through volunteering or donating and support local youth and the efforts of "Big Brothers Big sisters of Red Deer and District".

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Official Seal of The City of Red Deer to be affixed.


Mayor Ken Johnston
City of Red Deer

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