



FOR IMMEDIATE RELEASE

**Eric Berry Named New Celebrity Spokesperson
for Big Brothers Big Sisters of Greater Kansas City**

Kansas City, Mo. -- (April 6, 2011) The Eric Berry Foundation announced today that Eric Berry has been named the new celebrity spokesperson for Big Brothers Big Sisters of Greater Kansas City (BBBS-KC). Berry will kick off his involvement with the local child mentoring organization this Thursday, April 7, by hosting Man-2-Man with Eric Berry, a men's event benefitting BBBS-KC. The event will be held at the Arrowhead Founders Club in Kansas City.

"Big Brothers Big Sisters is a well-established organization with a proven record of success enriching the lives of at-risk children across the country," said Eric Berry. "I am honored to be the new celebrity spokesperson for BBBS-KC, and I can't wait to work together to continue our outreach in the Kansas City community."

"Having Eric as a supporter of the Big Brothers Big Sisters program is exciting for our staff, board, Bigs and Littles," said CEO of BBBS-KC Micheal Lawrence. "Eric's community involvement is inspiring. Through his work with his foundation and his commitment to mentoring at-risk children, Eric has proven to be an activist in bettering the Kansas City community. We are honored to be a recipient of his caring and giving spirit."

Attendees at Thursday's Man-2-Man with Eric Berry event can bid on a variety of items, including an opportunity to have Berry take their son or daughter to school for one day. As part of the package, Berry will pick up the child for school in a limo, walk him/her to class and stay for the first hour to see what it's like to be a student. Proceeds from this auction item will benefit the Eric Berry Foundation.

In addition to hosting Thursday's event, Berry will participate in other Big Brothers Big Sisters events throughout the year, including initiatives involving fundraising and recruitment, as well as interacting with the kids of the BBBS-KC program.

About The Eric Berry Foundation

Atlanta-native and Kansas City Chiefs safety Eric Berry founded the Eric Berry Foundation in 2010 to restore community parks in an effort to create places where "kids can just be kids." The foundation's first project, which began in the summer of 2010, is the rejuvenation of Clarence Duncan Park in Fairburn, Ga. Following the restoration of Duncan Park, the Eric Berry Foundation is committed to forming partnerships in Knoxville, Tenn. and Kansas City, Mo. in order to restore community parks in need and give kids a safe place where they can go to learn, play and thrive.

About Big Brothers Big Sisters

Big Brothers Big Sisters helps vulnerable children beat the odds. The organization depends on donations to help recruit volunteers and reach more children. Funding is used to conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships. Big Brothers Big Sisters is proven to improve children's odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and breaking negative cycles. Learn how you can change how children grow up in America by going to BigBrothersBigSisterskc.org.

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