



Big Brothers Big Sisters
of Dane County

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION, CONTACT:

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Executive Director

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TDS Telecom: A “Big Friend” to Big Brothers Big Sisters

MADISON, WI: On October 16th, Big Brothers Big Sisters of Dane County presented the 2008 Friends of Kids Award to TDS Telecommunications Corporation.

The Friends of Kids Award is the highest award presented annually by Big Brothers Big Sisters of Dane County to an individual, corporation or group that furthers Big Brothers Big Sisters’ mission to develop and support long-lasting friendships between children and caring responsible volunteers. The Friends of Kids Award is bestowed in recognition of outstanding volunteer support and dedication that enables Big Brothers Big Sisters to establish mentoring friendships or “matches” between Bigs and Littles. Friendships that over time can change the course of a child’s life because he or she has a mentor/Big in their life that helps them make smart choices.

In presenting the award, Dora Zúñiga, Executive Director said, “TDS is an exemplary corporate citizen and we are pleased to recognize their long standing commitment to Dane County’s children! Their generosity can be measured in so many ways; sponsoring events, donating equipment, encouraging their employees to volunteer and become Bigs, and donating time and leadership to the BBBS organization. TDS is among an elite group of businesses who have chosen to make a substantial gift to our Foundation that will help Big Brothers Big Sisters match more children today and that will also guarantee that future generations will have a Big Brother or Big Sister.”

“Little Moments. BIG MAGIC.”

Please think of us in your will or trust...and let us know when you do!

The 2008 Friend of Kids award, presented to TDS at their headquarters in Madison, was accepted by Andrew Petersen, Director of Legislative and Public Relations and Mike Pandow, Senior Vice President of Human Resources on behalf of all the TDS Telecom employees.

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Big Brothers Big Sisters of Dane County currently serves more than 1,000 children annually, providing one-to-one mentoring relationships between caring adult volunteers and children primarily from single-parent homes. For more information, including volunteer opportunities as an individual, a couple or a family, contact Big Brothers Big Sisters at (608) 661-4374, (800) 890-KIDS, or visit the website at www.bbbsmadison.org.

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