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FOR IMMEDIATE RELEASE

Little Brothers - Friends of the Elderly is “Non-Profit of the Night” at Timberwolves game on March 27

Elders and teens meet up post-game for “Intergenerational Scrimmage”

(MINNEAPOLIS – March 15, 2011): Little Brothers - Friends of the Elderly (LBFE) will be the featured “Non-profit of the Night” at the Target Center on Sunday, March 27, at 6 p.m. when the Minnesota Timberwolves meet the Boston Celtics. The event will bring valuable exposure for LBFE to a projected sell-out crowd of 19,000 fans by introducing its services and the role it plays in addressing isolation and loneliness of older adults in the Twin Cities to a new audience.

Immediately after the game, an Intergenerational Scrimmage involving senior participants of LBFE’s programs, as well as teens representing North Community YMCA and Ebenezer Lutheran Church in Minneapolis, will take place on the Target Center court.

“More than 57,000 older adults live alone in the Twin Cities, and many of them are lonely, depressed and at risk,” said Mike Niles, Senior Director of Advancement for LBFE. “It’s a problem that’s rarely addressed. By drawing attention to senior isolation at this large venue, we hope to build awareness and encourage all generations to form social connections with elders, which is so crucial to their well-being.”

The Intergenerational Scrimmage will be a fun way to show that seniors and youth can interrelate in ways that benefit everyone. “We tend to stereotype older adults, and assume they aren’t able to be active or relate positively to younger people. This is a chance to start changing those assumptions,” said Niles.

In keeping with the intergenerational theme for the evening, an LBFE volunteer family will be recognized during one of the time-outs. In addition, a public service announcement will be played to educate fans about LBFE’s work and the need for community support through volunteering and donations.

Little Brothers - Friends of the Elderly has provided companionship services and social activities to isolated and lonely older adults in the Twin Cities for nearly 40 years. A 501(c)(3) nonprofit organization, LBFE has been recognized by the Charities Review Council for meeting its 27 Accountability Standards. More information about Little Brothers - Friends of the Elderly can be found at littlebrothersmn.org.

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