



**Big Brothers Big Sisters**  
of the Bay Area

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**For Immediate Release**

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## **QUALCOMM EARTH DAY EVENT - CLOTHING & HOUSEHOLD DONATION DRIVE TO LOCALLY BENEFIT BIG BROTHERS BIG SISTERS OF THE BAY AREA**

ReUseIt, in partnership with Qualcomm, is making it easy to de-clutter homes while making a difference to Big Brothers Big Sisters of the Bay Area by hosting a one-day Clothing & Household Donation Drive on Earth Day, Tuesday, April 22nd. The Clothing & Household Donation Drive will take place at Qualcomm located at 3165 Kifer Road in Santa Clara.

All donations brought to the ReUseIt truck at Qualcomm on Earth Day will directly benefit Big Brothers Big Sisters of the Bay Area. This unique fundraiser does not cost any money and it promotes responsible recycling. It is a great way to give back to the local community while raising money to fund the mentoring programs at Big Brothers Big Sisters.

Big Brothers Big Sisters of the Bay Area has been providing Bay Area youth with professionally supported one-to-one mentoring relationships in San Mateo, Santa Clara, San Francisco, Alameda, and Contra Costa counties since 1958. The mission is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change their lives for the better, forever. Their vision is that all children achieve success in life. National research has shown that positive relationships between Littles and their Bigs have a direct and measurable impact on children's lives. By participating in their programs, Little Brothers and Sisters are:

- more confident in their schoolwork performance
- able to get along better with their families
- 46% less likely to begin using illegal drugs
- 27% less likely to begin using alcohol
- 52% less likely to skip school

This unique recycling fundraiser event is sponsored by ReUseIt, a registered, local business that provides support & service to nonprofit organizations in our local communities. The ReUseIt team has over 40 years of experience in the household recycling industry, and is dedicated to making a difference locally. ReUseIt offers local nonprofit organizations the opportunity to raise important funds for their cause without having to spend a dime. All donations are tax deductible.

Donated items that are accepted include usable clothing, shoes, jewelry, belts, purses, backpacks, bedding, linens and other small non-breakable items. For more information please visit [www.ReUseIt.org](http://www.ReUseIt.org). ###

**Big Brothers Big Sisters of the Bay Area, 649 Mission Street, Fifth Floor, San Francisco, CA 94105**  
**415-503-4050, <http://www.bbbsba.org>**