



## **Big Brothers Big Sisters of Toronto Announces 'Game Changers' Initiative for 2025, Uniting Prominent Leaders and Changemakers to Empower Youth Through Membership**

[TORONTO] - Big Brothers Big Sisters of Toronto (BBBST) is proud to announce *Game Changers Toronto*, a new initiative that unites the collective power of influential leaders and changemakers to help tackle key issues impacting youth today, by creating awareness, access, and opportunity through mentorship.

Across Toronto, there are over 420 children and youth waiting for a highly motivated mentor that can guide them towards a brighter future. Of those, over 180 children and youth on our waitlist identify as Black and 71 children and youth identify as Mixed Race.

To address this urgent need, **Game Changers Toronto** will work together to expand access to mentorship opportunities in the community and create impactful experiences for Littles, reinforcing that mentorship isn't just a nice-to-have, it's a necessity.

To celebrate the launch of the Game Changers Initiative in Toronto, BBBST will be hosting a special panel event, **In Conversation with Game Changers Toronto**, on February 20, 2025.

The inaugural group of *Game Changers* includes:

- Omar Allison, Founder, Mental Balance
- David Boroto, Chair, Board of Directors, Engineers Without Borders Canada
- Mark Harrison, Founder, MH3 Collective
- Ryan Knight, Founder, Detailing Knights and Afro-Caribbean Business Network
- Henoc Muamba, CFL Sports Analyst, TSN
- Warren Salmon, Founder, Black Board International & First Fridays
- Ricardo Stanford, Vice President, Strategy, Planning and Support, TD Group
- Stefan Thomas, Founder, Success Waves
- Mark Williams, Beck Family Chief Executive Officer, Toronto Symphony Orchestra

"At Big Brothers Big Sisters of Toronto, we believe that mentorship is the foundation for building brighter futures," says Stachen Frederick, President & CEO of Big Brothers Big Sisters of Toronto. "Game Changers Toronto is our call to action for leaders in our community to collaborate, and inspire others to help transform the lives of young people across our city. Together, we can ensure every child has a caring, consistent mentor so they can thrive."

Born out of Big Brothers Big Sisters of America, *Game Changers Toronto* will lend their voices and support to shift perceptions of mentorship and encourage more volunteers to get involved. *Game Changers Toronto* also represents an invitation for partners, BBBST alumni, and supporters to help spark countless mentoring moments that can make a big difference.

For more information, and to join us at the Game Changers Launch event on February 20, 2025, visit [BBBSToronto.com/GameChangers](https://www.bbbsttoronto.com/GameChangers).

###

### **About Big Brothers Big Sisters of Toronto**

For over 100 years, Big Brothers Big Sisters of Toronto (BBBST) has enabled life-changing mentoring relationships to ignite the power and potential of young people in Toronto. In 2023, BBBST mentors volunteered over 44,100 hours, mentoring 1,524 youth across the city. BBBST's data-driven framework provides successful outcomes for young people facing adversity.

#### **For more information, contact:**

Melise Brereton, Manager, Marketing and Communications

Email: [melise.brereton@bigbrothersbigsisters.ca](mailto:melise.brereton@bigbrothersbigsisters.ca)

Phone: 416-925-8981 ext. 4154