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## Big Brothers Big Sisters of Pinellas County is Benefiting Charity at Downtown Clearwater's Annual *Miracle on Cleveland St.* Event

*Big Brothers and Big Sisters of Pinellas County is proof that positive relationships have a direct and measurable impact on children's lives... and to top off their commitment to children, they will be the benefiting charity at Clearwater's Annual Miracle on Cleveland St. event on December 4<sup>th</sup>.*

Clearwater, FL, November 23, 2009 - Big Brothers Big Sisters is the oldest, largest and most effective youth mentoring organization in the United States. Touching young people's lives is at the very core of their mission. As this year's benefiting charity of Downtown Clearwater's Annual **Miracle on Cleveland St.** event, [Big Brothers Big Sisters of Pinellas County](#)'s volunteers will be working with SANTA's elves to ensure that the children, who come to see the 40 tons of snow and ride on the 2 giant toboggan snow slides, will get their Christmas wish. On December 4<sup>th</sup>, **Miracle** is back in Downtown Clearwater with Carolers, SANTA and a special Christmas train for rides to the Christmas Village!

Live entertainment will be by the [HeartDance Band](#), along with street Carolers, Dickens characters and a Christmas Bazaar replete with food, vendors and other Christmas fun for the whole family.

- Downtown Clearwater's Miracle on Cleveland St. is **FREE**
- It starts snowing at 5pm and goes until 10pm
- Beer and wine proceeds benefit Big Brothers and Big Sisters of Pinellas County
- The event is proudly presented by [Bright House Networks](#)

For more information, visit [www.clwdp.org](http://www.clwdp.org) or call 866-550-3472.

About the CDP:

The **Clearwater Downtown Partnership (CDP)** is comprised of downtown property owners, developers, concerned citizens and civic groups and is a non-profit organization whose goal is to promote and foster the economic redevelopment of Downtown Clearwater. The Partnership's aim is to name, fund and implement projects that will assist the public and private



sector in averting blight and creating a downtown district that becomes a regional destination. The **CDP** brings stakeholders together to develop, advocate and implement policies that build an exciting, vibrant and diverse downtown and plays an essential role in keeping the business community educated, informed and involved in the continued success of downtown. Find more information at [www.clwdp.org](http://www.clwdp.org)

About Big Brothers Big Sisters of Pinellas County:

**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. Big Brothers Big Sisters of Pinellas County includes Hernando and Citrus Counties. Visit [www.bbbspc.org](http://www.bbbspc.org)

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