



**FOR IMMEDIATE RELEASE**

August 31, 2023

## **BIG BROTHERS BIG SISTERS WINDSOR ESSEX Local Entrepreneur Jason Trussell Generosity Continues**

**Windsor, ON:** It was double the fun today for Big Brothers Big Sisters Windsor Essex volunteers, youth, and staff as they accepted a generous donation of \$16,800.00 from McDonald's franchisee owner Jason Trussell, and officially opened the newly renovated McDonald's *Playplace* at Dougall Avenue.

"Former Big Brother Jason is an amazing Windsor Essex community champion. His commitment to BBBS Windsor Essex is so appreciated. Not only is he a generous donor to our annual summer camp program but is an active member of our Foundation Board of Directors," said Becky Parent, Executive Director.

The BBBS Summer Camp Program runs July through August and provides youth with the opportunity to participate in a variety of programs and activities free of charge. Trussell's donation covered all costs for this year's summer program so that children and youth served by BBBS Windsor Essex enjoy opportunities for a fun-filled summer of activities including swimming, trips to local attractions such as the Sculpture Park, Point Pelee, Colasanti's, Ojibway Park, movies, farms, bowling, golfing, transportation and more.

With this year's donation Trussell has supported BBBS Windsor Essex in the amount of more than \$100,000.

"Programs like the BBBS Summer Camp provides local children and youth experiencing adversity with the opportunity to enjoy fun and empowering activities that promote increased self-confidence, knowledge, and skills all while being mentored for the summer" said Trussell. "That is why I continue to support an agency that makes such a difference in our community."

Trussell owns 12 McDonald's Restaurant locations in Windsor, Tecumseh, Belle River, and Tilbury. His generosity can be seen at local community events providing complimentary drinks and snacks, as well as donating to the Ronald McDonald House in Windsor, the John McGivney Children's Centre, In Honour of the Ones We Love and Ashley's Place in Tilbury.

The mission of BBBS Windsor Essex is to enable life-changing mentoring relationships to ignite the power and potential of young people.

For more information contact:

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