



Big Brothers Big Sisters & Wheel Fun Join Forces!



A Brand is a Promise

“Fun for the entire family. With over 8 million satisfied customers, we offer the ultimate in fun and recreation for the entire family, from toddlers through grandparents.” These are the first few lines seen on the WFR website and it is the brand we have made a promise to uphold, as you have read in many Rolling Along articles. Since the wheels are always turning here at WFR Central, we began to think of more ways to emulate that feeling and continue to reach our community. That is when we found Big Brothers Big Sisters and everything came together- let us use our feeling of fun for the family, for those who may need that comfort the most. BBBS has volunteer programs in communities around the country where adult volunteers spend time with a child they mentor doing fun things in their community. We offer just that, so it only seemed natural to partner with BBBS. (www.bbbsa.org)

About Big Brothers Big Sisters

Many of us have heard about Big Brothers Big Sisters (BBBS) but do you know what their organization is about? Big Brothers Big Sisters is ‘one of the nation’s best— recognized brands, with 100 years’ experience in more than 5,000 communities across the nation.’ Forbes Magazine recognized BBBS as one of America’s ten best non-profit organizations! BBBS changes the lives of disadvantaged children and gives them a better chance of success. Independent research has shown the impact of Big Brothers Big Sisters’ relationships on at-risk youth.

Children are:

- 52% less likely to skip school
- 46% less likely to begin using illegal drugs
- More likely to get along with their families and peers

Biking Buddies Program

Here’s what we came up with!

On August 11th, Wheel Fun Central launched its new program for the Big Brothers/Big Sisters of Ventura County. The “Biking Buddies” Program entitles the Big Brothers and Sisters to bring their Little Brothers and Sisters to any of our rental locations, where they will receive FREE RENTALS to enjoy together. The best thing about this program is that it is UNLIMITED! These can be used whenever the “Big” and “Little” spend time together; it’s not a one time deal! This program will ensure that the Big Brother and Sister volunteers always have something fun, fit and FREE to do with the children that they mentor.

Here’s what we got back from it!

Big Brother Big Sister testimonials

My Little Brother and I had a great time riding around downtown Saturday. We plan on visiting you again in the near future, especially this summer.

-Chris Procello

I wanted to extend my thanks to you for offering me the opportunity to take my little sister Kelsie bike riding. It’s really awesome to see how organizations such as yours are being so generous to the Big Brothers and Big Sisters program. Thanks again.

-Lavanya (Big Sister)

My little sister and I had a blast this past Saturday. Thanks for donating the time for us bigs & littles to have some.

-Martie Solomon

My little Brother and I had a great time. I haven’t heard him laugh like that in a while, we had a blast!! Aloha,

-Greg Leasure



Free bikes for Big Brothers/Big Sisters

Wheel Fun Rentals will celebrate the start of a new program Biking Buddies for the Big Brothers/Big Sisters of Ventura County on Aug. 11.

This program entitles all Big Brothers and Big Sisters and their charges to free rentals at all Wheel Fun Rentals locations in Oxnard, Ventura, Huntington Beach, Long Beach, Irwindale, and Dana Point. The celebration will be at Ventura State Beach.

For more information, call 650-7770.

We will:

- Contact the BBBS Director in your area to set up the program.
- Research all the appropriate print media in your area, create the press release, and send them to those media
- We will create all the flyers and other marketing items for the program
- Send you the template we have already created for the Biking Buddies program card
- Provide you with instructions to educate your staff on the program, etc.

All you have to do is:

- Send the card template to your local print shop to have them printed, laminated, and cut
- Use the instructions provided to train your staff on the program and rules of the card.



Here's what it can do for you!

- Give you good press
- Develop a good rapport with your community
- Gain more exposure for your location
- Increase revenue and profitability

We really feel this is a great program to be a part of and implement in your territory. The best part is, there isn't much you will have to do to get it "rolling along". The marketing department at WFR Central has decided to make it as easy as possible for you by handling most of the set up for the program.

As you can read from the testimonials, this program is doing a lot for all those involved in the BBBS program, and if you choose to participate, you too will feel the good that comes from the program. Along with this, you will also be sticking to the WFR promise you made long ago, by carrying on the ultimate in fun and recreation for the entire family. This may even spark more ideas for your location and you may discover exciting programs like these to get involved in. Use the message board to share thoughts with us and other franchisees



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