



500 Broad Street, 2nd Floor, Newark, NJ 07102
T 973-642-BIGS (2447) F 973-242-0945
www.BigsAndKids.org

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United States Senator Cory Booker (NJ) and CEO Carlos Lejnieks spoke to a group of global youth development leaders about why “mentoring matters” in the world today. Addressing the crowd of nearly 500 social sector leaders, Sen. Booker implored the crowd to take an interest in mentoring youth, even if one’s schedule may appear to be over booked. Lejnieks furthered the point, “all it takes is 4 to 8 hours per month, to become a ‘Big Brother’ or ‘Big Sister’”.