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CAMP MAX STRAUS

Jewish Big Brothers Big Sisters
of Los Angeles

EXCELLENCE IN MENTORING

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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THE KIDDIEST GROWNUP IN THE ROOM

Los Angeles - When Matt and his mom, Mindy Blum, first met Eli Lipmen, they knew right away that he would be the perfect Big Brother for Matt. Jewish Big Brothers Big Sisters followed its procedures to carefully assess Eli and ensure that he was an appropriate match. For Mindy, the assessment took all of about four seconds. She said hello, Matt smiled, and Eli blushed. On this slightly reddened face, Mindy read his integrity, sincerity and vulnerability – qualities she greatly admired in an ideal match for her son.

Matt grew up in a family of two mothers and an older sister, without any male role models. Mindy and her partner, Pam, decided it was important for both of their children to have a Big Brother in their lives. As soon as Matt turned age six, he qualified to become a Little Brother and Mindy signed him up right away. Matt's sister, Eve, has also been matched for just over two years.

Mindy recalled after one of Matt's first meetings with Eli that Matt paid him the highest compliment a first-grader could provide, "He's the kiddiest grownup in the room."

Eli and Matt celebrated their first anniversary as a Big-Little Brother match this summer. They have spent their past year going fishing, bowling, playing laser tag and taking part in other fun activities all over Los Angeles.

According to Mindy, "We are very fortunate to have Eli as Matt's Big Brother. Their time together lays the groundwork for Matt to aspire to do more and more."

Eli lives in Sherman Oaks, while Matt lives in South Pasadena. An initial concern to Mindy, the commute has clearly become no hindrance to Eli. While his boyish looks convey a youthful, carefree image, Eli poses an intensity and leadership edge that has garnered him the respect of the greater community. Eli worked for Congressman Brad Sherman before joining American Jewish Committee as their public affairs and public relations director. He was recently elected as president of the San Fernando Valley Young Democrats and is also an active leader in a number of other community organizations.

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Eli commented that despite his active life in the community, he really wanted to be hand's on in helping someone and decided that becoming a Big Brother was the perfect way to do it. Eli is also helping in Jewish Big Brothers Big Sisters recruitment efforts, where he has spoken about the magic moments of mentoring to audiences throughout Los Angeles.

“We are grateful to have such a wonderful Big Brother with such an overwhelming compassion for community service at-large and at such a personal level,” said Margy Feldman, CEO and president of Jewish Big Brothers Big Sisters of Los Angeles.

For more information about becoming a Jewish Big Brother or Big Sister, call (323) 761-5675, x220 or go to www.jbbbsla.org.

Founded in 1915, JBBBS specializes in mentoring children through its core matching program and school-based mentoring program. It is also home to Camp Max Straus, a residential camp in Glendale where almost 1,000 underserved, inner-city children annually attend summer camp. JBBBS also hosts several other programs at camp, including the weekend Sports Buddies and Arts Buddies mentoring programs. JBBBS specializes in mentoring children through its wide network of volunteers and staff. Approximately 2,000 children benefit from JBBBS' programs and services annually. For more information or volunteering opportunities, visit www.jbbbsla.org.

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