



**Media Contact:**

Amanda Rykoff  
Jewish Big Brothers Big Sisters of Los Angeles  
(323) 456-1153  
arykoff@jbbbsla.org

**FOR IMMEDIATE RELEASE**

**JBBBSLA Raises Over \$830,000 To Support Growing Needs of LA Youth**

**LOS ANGELES, CA – March 4, 2024** - Jewish Big Brothers Big Sisters of Los Angeles (JBBBSLA) raised over \$830,000 – the largest amount in the event’s history -- at its annual gala, The Big Event, to support the needs of youth throughout Los Angeles. Hosted at Stephen Wise Temple on Thursday, February 29, the sold-out event showcased the impact of JBBBSLA’s innovative programs and recognized three outstanding honorees -- Melissa Corleto, Matthew Greenberg, and David B. Smith -- each of whom have made a tremendous difference in the lives of youth.

Funds raised at the event allow JBBBSLA to help even more youth through their core programs: [Youth Mentorship](#) for LA’s Jewish youth; [Camp Bob Waldorf](#), providing overnight camp and retreats for youth from low-income households; and [College Access + Success](#), providing professional college counseling and scholarships for former mentees and campers to academically thrive. Over 400 guests heard moving stories and testimonials from participants and alumni from each program.

JBBBSLA’s CEO, Cari Uslan, believes The Big Event’s fundraising will help more youth than ever reach their full potential. Uslan shared, “It’s the Littles, the campers, and the college students that bring us together, inspire us, and give us hope. We have a long history of impactful programs rooted in Jewish values. We are also innovating, staying relevant, and seeking out ways to make sure we meet the challenges faced by youth today.”

At the Big Event, JBBBSLA presented the Sydney J. Rosenberg Lifetime Achievement Award to David B. Smith in recognition of Smith’s over forty years of service on the JBBBSLA Board of Directors. Matthew Greenberg, a former Little Brother who now volunteers as a Big Brother, and Melissa Corleto, former Big Sister and current Board member, each received The Big Spotlight Award. Greenberg is a commercial real estate broker at CBRE and an adjunct professor at Pepperdine University. Corleto has dedicated over 17 years to the agency and serves on the Camp Bob Waldorf, Youth Mentorship, and Sunday Funday committees of the Board.

“I’ve been a part of Jewish Big Brothers Big Sisters for six years and Matt and I have grown so close,” Little Brother Eden Shriqui said when he introduced honoree Matthew Greenberg. “Matt has always steered me in the right direction and helps me consider things from a wiser point of view. I love his rich insight. Even though we are not related by blood, our relationship is deeper than that. He has truly taken on the Big Brother role in my life.”

JBBBSLA thanks the Host Committee and our generous sponsors for making The Big Event possible, including Ilyce & David Benton and Susan & Fred Kunik, The Johnny Carson Foundation, Stacie & Aaron Cohen, Irene & David B. Smith & Family, the Ruth & Allen Ziegler Foundation, and JFEDLA. Several Los Angeles-area elected officials attended or sent representatives to the event, including State Senator Ben Allen and State Assemblymember Jesse Gabriel.

Founded in 1915, JBBBSLA assists youth in achieving their full potential through innovative, impactful programs: Youth Mentorship, Camp Bob Waldorf, and College Access + Success. Each year JBBBSLA serves more than 1,200 youth from a variety of backgrounds, races, religions, and socio-economic status. For more information about the organization, to donate, or find out how you can get involved please visit: [www.jbbbsla.org](http://www.jbbbsla.org)

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