



Big Brothers Big Sisters
Southeastern Pennsylvania



Gregory Burton
Big Brothers Big Sisters Southeastern Pennsylvania
gburton@bbbssepa.org
215.790.9200

Children in Big Brothers Big Sisters Program to Meet Captain America and Receive the New Avengers Comic Book *Heroes Welcome*

PHILADELPHIA—(September 6, 2014)—Big Brothers Big Sisters Southeastern PA (BBBS SEPA) and Philadelphia creative agency The Wilson Concept are partnering with ad agency BBDO New York and Marvel Custom Comics for the Philadelphia launch of an original Marvel comic focused on diversity and character.

The launch of *Heroes Welcome* will take place at the Independence Visitor Center at noon. The book is part of Marvel's 75th anniversary celebration.

Heroes Welcome features a young hero named Nova, who sparks some soul searching among the Avengers when he asks about the true meaning of heroism. Written by Eisner Award-winner Brian Michael Bendis and illustrated by fan favorite artist Mark Brooks, the story aims to “use the Avengers example to highlight what can happen when people of different backgrounds, talents, and abilities come together and champion one another.”

Approximately 50 BBBS SEPA matches - adult volunteers (“Bigs”) and children (“Littles”), ages 7 through 18 - will be invited to attend a celebration of unity through diversity by way of interactive education and fun activities. Participants and guests will be given their own copies of *Heroes Welcome* and will be greeted by Captain America, who will also provide photo opportunities.

The Wilson Concept is hosting the event in Philadelphia as part of its *Philadelphia Youth Diversity* initiatives. The aim is to spread the message of civic unity by involving BBBS SEPA, whose mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever.

About Big Brothers Big Sisters Southeastern Pennsylvania

For nearly 100 years, Big Brothers Big Sisters Southeastern Pennsylvania has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's third largest Big Brothers Big Sisters agency, the organization makes meaningful, monitored matches between adult volunteers (“Bigs”) and children (“Littles”), ages seven through 18, in communities spanning Philadelphia, Montgomery, Chester and Delaware Counties. Big Brothers Big Sisters Southeastern Pennsylvania develops positive relationships that have a direct and lasting effect on

the lives of young people. In 2013, it made and supported more than 2,900 mentoring matches between children and mentors. For more information, please visit <http://bbssepa.org>

About Marvel

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com © MARVEL

About BBDO

BBDO's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For eight years in a row, BBDO has been named the most creative agency network in the world in *The Gunn Report*. In addition, BBDO has been chosen Agency of the Year multiple times by each of the leading industry trade publications. BBDO (www.bbdo.com) is part of Omnicom Group Inc. (NYSE-OMC)

About The Wilson Concept

The Wilson Concept is a creative agency based in Philadelphia providing intelligent solutions for brands focused on human education, growth and promotion of smarter experiences. With over 20 years combined experience of working with startup to large companies, The Wilson Concept is poised to offer honest, effective tools to reach business objectives and impact the people that we serve. For more information, please visit <http://thewilsonconcept.com>