



For More Information, Contact:

**Raymond Omar Long**

Chief Executive Officer

(501) 680-5179

[rlong@bbbsca.org](mailto:rlong@bbbsca.org)

**FOR IMMEDIATE RELEASE**

## **Big Brothers Big Sisters Of Central Arkansas Celebrates 50 Years of Mentoring At Inaugural Event**

Little Rock, AR (October 12, 2021) --- On Friday, November 5, 2021, Big Brothers Big Sisters of Central Arkansas will celebrate 50 Years of Service and honor Dr. Odell Nickelberry at their inaugural luncheon.

Odell who is the Chief Human Resources Officer at Arkansas Blue Cross Blue Shield has dedicated years of his life to mentoring and has been an avid supporter and advisor to Big Brothers Big Sisters Of Central Arkansas over the years.

“Honoring Dr. Nickelberry allows us to acknowledge our rich past, honor our dedicated volunteers, and to continue our focus on fundraising to sustain our mission in securing the future of our organization and so many youths who rely on our services,” said Raymond Long, CEO of BBBSA. We are thrilled to have Arkansas Blue Cross Blue Shield as the presenting sponsor of this event, to have Curtis Barnett as our keynote speaker, and to honor such a dedicated mentor.

When Barnett was asked about Dr. Nickelberry and Big Brothers Big Sisters of Central Arkansas, he said “Arkansas Blue Cross and Blue Shield is pleased to celebrate the 50<sup>th</sup> Anniversary of Big Brothers Big Sisters of Central Arkansas and its commitment to the youth of the area. The impact you have on the future of these young individuals and their respective influence on the lives of others around them is immeasurable. We are also pleased to honor and celebrate one of our own, Dr. Odell Nickelberry, vice president of Human Resources at Arkansas Blue Cross, at The Big Luncheon. Odell serves as an amazing leader in our company and an inspiring mentor in the BBBS organization. What a great opportunity to celebrate potential and acknowledge achievement.”



For More Information, Contact:

**Raymond Omar Long**

Chief Executive Officer

(501) 680-5179

[rlong@bbbsca.org](mailto:rlong@bbbsca.org)

**FOR IMMEDIATE RELEASE**

For more information on the luncheon and to learn how to donate or sponsor the event, call 501.891.6723, ext. 229 and ask for Michaela or visit <https://www.bbbsca.org/>

#### ABOUT BBSCA:

For more than 50 years, Big Brothers Big Sisters of Central Arkansas has served to fulfill the mission to provide children facing adversity with strong and enduring, professionally supported, one-to-one relationships that ignite their potential and change their lives for the better. To learn how to positively impact a child's life as a volunteer or donor, visit [weignitepotential.org](http://weignitepotential.org).

#### ABOUT BLUE CROSS BLUE SHIELD:

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas, employing more than 3,200 people. A private, not-for-profit, mutual health insurance company, our vision is a healthcare system that provides affordable and safe care for all citizens. Our mission is to provide individuals, families, and organizations access to high-value health and wellness services through innovative financing and delivery models.

-end-