

# Ken Steers and Family Helps Sponsor Snowball Shopping Spree For Underprivileged Children

*The Big Brothers Big Sisters Snowball Shopping Spree raised over \$31,000 thanks to the generosity of donors like Ken Steers and his wife Lielanie*

EL DORADO COUNTY, CA, USA, December 2, 2014 /EINPresswire.com/ -- Since 2006, Big Brothers Big Sisters of El Dorado County has organized the Snowball Shopping Spree for underprivileged children. [Ken Steers](#) and his wife Lielanie are primary sponsors of the event, which provides over 150 children the opportunity to Holiday shop at Target.



"I know what it's like to be challenged by life's adversities. It can be very isolating and even scary. I want kids to know they can overcome the challenges that life throws at them and to show them that there are people who want to help in this world. I love the Big Brothers Big Sisters program for that reason. It's important to connect kids with mentors they can rely on and trust and who can guide and support them through their challenges," explained [Ken Steers](#) ([www.kensteers.net](http://www.kensteers.net)).

This year's event will take place on December 6th and kicks off with a pancake breakfast hosted by the Rotary Club of El Dorado Hills. Breakfast will be followed by shopping and visits with El Dorado County Sheriffs, El Dorado Hills firefighters, California Highway Patrol officers, and Fish and Game dog handlers.

Steers is an ex-firefighter with CALFIRE and credits firefighters' quick response with saving him from death at an early age.

"Firefighters, police officers, and other emergency responders are something of an enigma to these kids. They aren't used to seeing them in a positive, non-threatening way. It's our hope that

by continuing to offer events like this, kids will realize there is a whole community out there fighting for them and looking out for them," said Steers.

To learn more about Ken Steers, visit [www.kensteers.net](http://www.kensteers.net).

About Ken Steers: Ken Steers is an Air Force veteran, ex-firefighter and is, today, head of operations and President of Freight Solution Providers, and a community leader in El Dorado County. His drive and personal initiative have allowed Steers to take a leading role on many issues facing the local community and to provide the best possible service for clients of Freight Solution Providers.

Press release courtesy of Online PR Media: <http://bit.ly/1yciOiC>

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