



Mercedes-Benz

Press Information

February 13, 2025

Mercedes-Benz hosts *Driving Your Future* at the Canadian International AutoShow

- As part of an on-going partnership with Big Brothers Big Sisters (BBBS), Mercedes-Benz is welcoming matches from six local BBBS agencies for a special [*Driving Your Future*](#) experience at the AutoShow.

TORONTO – Mercedes-Benz Canada is helping to ignite the potential of young people across the country through [*Driving Your Future*](#), an ongoing partnership with Big Brothers Big Sisters (BBBS) of Canada. With nearly 100 local agencies nationwide, BBBS facilitates mentoring relationships between Canadian children aged 7 to 18 (Littles) and trained adult volunteer mentors (Bigs). Bigs and Littles are encouraged to find free activities to enjoy together, but winter weather can make that challenging. To help address this challenge, the AutoShow and Mercedes-Benz are welcoming matches from six Ontario-based chapters of BBBS to enjoy an exclusive, complimentary Mercedes-Benz experience at the show.

“We are proud to continue to support Big Brothers Big Sisters and enable mentoring relationships that ignite the power and potential of young people. As part of this ongoing partnership, it’s a privilege to host Bigs & Littles at the AutoShow,” says Tetzloff. “Along with many of my colleagues in the automotive industry, I started off as a kid who loved cars. It’s great to be able to give something back to the next generation of fans.”

“Mentoring is like learning to drive. At first, it can be a little intimidating. Then, once you master it, your world opens up to so many possibilities. We are proud to partner with Mercedes-Benz Canada to attract potential volunteer mentors so they can inspire children to reach their potential,” says Jill Zelmanovits, CEO, Big Brothers Big Sisters of Canada.

There are currently kids across Canada on waitlists for Big Brothers Big Sisters (BBBS) mentoring programs. By volunteering as mentors – aka a “BIGs” - with BBBS, Canadians have the power to make meaningful differences in the lives of young people, or “Littles.” Each mentor receives training and support from BBBS’s professional staff on how to build a safe, consistent relationship with their “Little,” and commits to volunteering a few hours of their time each month. These mentoring relationships can be extremely fulfilling for adult mentors, and truly life-changing for young mentees. Canadians can learn more about opportunities to volunteer with BBBS in their local communities by visiting: <https://bigbrothersbigsisters.ca/find-agency-near/>

###

About Mercedes-Benz Canada

Mercedes-Benz Canada Inc. is responsible for the distribution, marketing and customer service of Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach, and all-electric vehicles from Mercedes-Benz, as well as Mercedes-Benz Vans. Headquartered in Mississauga, Ontario, Mercedes-Benz Canada employs approximately 230 people across Canada. Through a nationwide network of 57 authorized dealerships, Mercedes-Benz Canada sold 34,484 vehicles in 2024.

For more information, please contact:

Sinead Brown

Mercedes-Benz Canada

sinead.brown@mercedes-benz.ca

Further information from Mercedes-Benz Canada is available at media.mercedes-benz.ca