



FOR IMMEDIATE RELEASE

BOWL FOR THE KIDS AND RAISE MONEY FOR VARIETY

Burnaby, BC (December 1, 2010) – Variety – The Children’s Charity annual bowling fundraiser, BC Bowls for Kids, has kicked off at bowling centres around the province. There are two great ways to get involved – both involve free bowling and helping kids who have special needs. League Bowlers can participate by registering with their local bowling centre, collecting pledges from family and friends and then bowling their best game! Those who are not in a league can get together a group of friends or co-workers and bowl for the kids! Your bowling fees will be paid – all you need to do is collect pledges! You can even collect pledges online to make it easier! Contact Variety at 1.800.381.2040 or visit www.variety.bc.ca/bcbowls.htm for more information.

The Variety BC Bowls for Kids Campaign is a great opportunity to get involved in a Variety fundraiser and help kids! This year the campaign runs from December 1st, 2010 until January 31st, 2011. This is something fun to do over the holidays and a great way to give back to your community.

Background

Every year, bowling proprietors in British Columbia support Variety through the BC Bowls for Kids Campaign. Bowlers collect pledges from friends, family and co-workers and then bowl for free at participating bowling centres in the province. Since 1987, the bowling proprietors of BC have helped Variety raise over 2.5 million dollars and are a key partner in helping Variety help children in British Columbia

Variety – The Children’s Charity is dedicated to raising funds and distributing grants throughout British Columbia to inspire hope, enrich lives, and build a better future for children who have special needs. Since 1965, Variety – The Children’s Charity has raised more than \$155 million.


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Inspiring hope and enriching the lives of children who have special needs.