



MEDIA ADVISORY

KIDS COIN DRIVE FOR VARIETY

Media invited to join local kids as they launch their annual campaign for cash!

Burnaby, BC (August 27, 2010) – Young philanthropists from around the province will be in Burnaby on Wednesday, September 1st to kick-off the 9th annual *Kids Coin Drive for Variety*. All of the children involved have been helped by Variety – The Children's Charity and are now giving back to the cause by raising money for other kids like them.

Over the last eight years, the province-wide fundraiser has raised over \$1.5 million! All funds raised will help kids in British Columbia who have special needs.

Media are invited to join the Coin Kids as they launch their campaign. Hear their amazing stories first hand as parents and children share their incredible experiences and discuss why they are fundraising for Variety. Coin kids and their families will also be available to media for personal interviews and photos.

Where: Variety – The Children's Charity offices, 4300 Still Creek Drive, Burnaby, BC

When: Wednesday, September 1, 2010 at 12:30PM followed by a BBQ at 1pm

Who: Coin Drive Kids and Parents, Variety Staff, Special Representatives

BACKGROUND

The *Kids Coin Drive for Variety* is one of Variety's biggest fundraisers. This year the campaign is being spearheaded by twelve incredible kids: Alisa, Eddy, Julia and Mason from the Lower Mainland, Hannah, Angel, Max, Mackenzie V. and Mackenzie H. from Vancouver Island, Isabella from the Okanagan, Kyle from Kamloops and Kira from Prince George. All of these Coin Kids fundraise with one common goal - to ensure that Variety is there for other children as it was for them.

You can help these fundraisers and other children throughout BC by dropping off your coins at any Marketplace IGA or BMO across the province or at any other participating partners in your area. Visit www.variety.bc.ca for a complete list of drop-off locations or to donate online.

Please contact Variety if your newspaper can spare any space for free Coin Drive ads.

Variety – The Children's Charity is a non-profit charitable organization dedicated to raising funds to inspire hope, enrich lives, and build a better future for children in BC. Since 1965, Variety – The Children's Charity has raised more than \$150 million in support of children who have special needs.

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Media Contact:

Danielle Lucas
1.800.381.2040

In partnership with

Variety – The Children's Charity

4300 Still Creek Drive, Burnaby, BC Canada V5C 6C6

Tel: 604.320.0505 · Toll Free in BC: 1.800.381.2040 · Fax: 604.320.0535 · www.variety.bc.ca



Inspiring hope, enriching lives, and building a better future for BC's children



danielle.lucas@variety.bc.ca

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