



## For Immediate Release

### VARIETY FUNDRAISER RAISES BIG DOLLARS – REACHES RECORD TOTAL!

**Burnaby, BC (July 14, 2011)** – The 3<sup>rd</sup> Annual Comox Valley/Campbell River Variety Children's Radiothon has raised \$35,632 and 207 Buddy Bears, surpassing last year's total by close to \$6,000! The 2-day event was broadcasted live on *The Eagle 97.3FM* on July 12<sup>th</sup> and 13<sup>th</sup>.

*The Variety Children's Radiothon* introduced listeners to some of the children Variety – The Children's Charity has helped in the Comox Valley area as well as local projects Variety has supported. All money raised over the two day Radiothon will stay in the community to help local children who have special needs and organizations that support children.

"Variety is thrilled with such a great total this year! It has been wonderful to see the community get behind this event – from volunteering their time to calling in donations," said Barbie Hislop, executive director of Variety - The Children's Charity. "We also really appreciate all of our new sponsors who have supported the Radiothon this year as well as our long time sponsors who are there for us year after year," said Hislop.

Over the last four years, Variety has granted close to \$65,000 to individual families in the Comox Valley and Campbell River areas. The money has been used for specialized equipment, medicine, therapies and accommodation and travel costs associated with a child's medical emergency. Since 2009, Variety has also provided over \$73,000 in organizational grants to the St. Joseph's General Hospital Maternity/Child Unit for critical care equipment as well as the Comox Valley Therapeutic Riding Society.

Many local citizens volunteered their time during the event, including MLA Claire Trevena of North Island and the Mayor of Courtenay, Greg Phelps. Sponsors Brian McLean, Central Builders and Pharmasave all supplied enthusiastic volunteers as well.

The *Variety Children's Radiothon* was supported by local sponsors including The Eagle 97.3, The Comox Valley Echo, Best Western: The Westerly Hotel, Quality Foods, Brian McLean, Central Builders and Kal Tire as well as dozens of local volunteers.

*Variety - The Children's Charity raises funds and distributes grants throughout British Columbia to inspire hope, enrich lives and build a better future for children who have special needs. Since 1965, Variety has raised over \$155 million for children and families in the province.*

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