



FOR IMMEDIATE RELEASE

## **KAMLOOPS CHILDREN TO BENEFIT FROM FUNDRAISER Radiothon broadcasting for funds!**

**Burnaby, BC (September 30, 2010)** - The 8<sup>th</sup> annual *Variety Children's Radiothon* will once again be broadcasting live on B100 to raise money for kids and families in the Kamloops area who have special needs. Tune into B100 October 6<sup>th</sup> and 7<sup>th</sup> from 6 am to 6 pm daily and call 250.372.0100 to make a donation.

Like Variety's hugely successful telethon, Variety Children's Radiothon will introduce listeners to some of the children Variety has helped in Kamloops and the surrounding areas, as well as projects Variety is supporting. All of the money raised during the two-day event will stay in Kamloops and the neighbouring communities to ensure children and their families are receiving the care and attention they need.

"We are thrilled to be partnered with B100 for the eighth straight year," says Barbara Hislop, executive director of Variety – The Children's Charity. "As the first community to host a Variety Children's Radiothon, year after year Kamloops has continued to rally behind this event. Children in Kamloops and the surrounding areas will directly benefit from funds raised at this event so it is a perfect opportunity to support your community.

Over the past six years, Variety has provided close to \$1 million in grants to individual children and organizations in the area. Individual grants cover the cost of specialized equipment, medicine, therapy and emergency travel and accommodation expenses for children and their families who need immediate medical attention outside of their community. Kamloops organizations that have been supported by Variety include the Kamloops Child Development Society, the Kamloops District Society for People in Motion and the Royal Inland Hospital Foundation.

The two-day event is supported by local sponsors B100, The Kamloops Daily News, Pharmasave, BMO, The Holiday Inn and Suites, La Dolce Vita and other local businesses and individuals.

**On October 6<sup>th</sup> and 7<sup>th</sup> tune in and call the Pharmasave Phone Bank at 250.372.0100, and help B100 and Variety help children who have special needs in your community.**

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In partnership with

**Variety – The Children's Charity**

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