



FOR IMMEDIATE RELEASE

VARIETY RADIOTHON RAISES BIG DOLLARS IN KAMLOOPS!

Burnaby, BC (October 6, 2011) – The 9th annual *Variety Children's Radiothon* - broadcast live on B100 – has raised an incredible \$37,500 and 239 Buddy Bears - all to support children in the community who have special needs.

The money raised through the Radiothon will be used to help families pay for a range of things such as specialized medical equipment, therapies, travel and accommodation costs for out of town medical care and more. Variety provides funding for organizations that support children and families. Organizational grants have been given to the Kamloops Child Development Society, Kamloops District Society for People in Motion and the Royal Inland Hospital Foundation. Over the past six years, Variety has provided close to \$1 million in grants to individual children and organizations in the area.

One donor said, "I wasn't planning on donating. I didn't think my \$10 would make much of a difference. But after hearing that Interior Savings Insurance is going to triple my donation I felt that I could up my donation to \$25.00, making it \$75.00!"

"The Kamloops *Variety Children's Radiothon* was a huge success," said Barbara Hislop, executive director of Variety - The Children's Charity. "Thank you to our generous donors, volunteers and sponsors. You are truly making a difference in the lives of children and families in your community."


The two-day event is supported by B100, The Daily News, Pharmasave, BMO, Fresh Is Best Salsa & Company, The Holiday Inn and Suites, La Dolce Vita, Interior Savings Insurance, Save-on-Foods and other local businesses and individuals.

"It is both an honour and a privilege to work with and support Variety again this year," said Leo Baggio, Program Director at B100. "Congratulations to the teams from B100, Variety and all the volunteers for a job well done once again this year."

- 30 -

Media Contact:

Danielle Lucas
1.800.381.2040
danielle.lucas@variety.bc.ca

In partnership with 

4300 Still Creek Drive, Burnaby, BC V5C6C6
Toll-Free in BC 1.800.381.2040 | Tel 604.320.0505 | Fax 604.320.0535

www.variety.bc.ca

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