



FOR IMMEDIATE RELEASE

KAMLOOPS CHILDREN TO BENEFIT FROM FUNDRAISER!

Burnaby, BC (September 29, 2011) – On October 5th and 6th, the 9th annual Kamloops Variety Children's Radiothon will once again broadcast live on B100 to raise money for children in the Kamloops area who have special needs. Tune into B100 from 6 am to 6 pm daily and call 250.372.0100 to make a donation.

Like Variety's hugely successful Show of Hearts Telethon, the 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 support they need.

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 Kamloops Variety Children's Radiothon is sponsored by B100, Kamloops Daily News, Holiday Inn & Suites, La Dolce Vita Day Spa and Save-On-Foods.

On October 5th and 6th tune into B100 and call 250.372.0100 to help Variety help children who have special needs in your community. Visit www.variety.bc.ca for more information.


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