



FOR IMMEDIATE RELEASE

## **HELPING CHILDREN OVER THE AIRWAVES**

*Community comes together to help children who have special needs*

**Kelowna, BC (May 12, 2011)** – The 6<sup>th</sup> Annual Kelowna Variety Children's Radiothon has raised \$23,001 and 180 Buddy Bears for Variety – The Children's Charity. All proceeds from the fundraiser will stay in the Okanagan to support children who have special needs and their families as well as local organizations that assist children.

The two-day fundraiser aired May 11<sup>th</sup> and 12<sup>th</sup> on *Power 104*. The Radiothon introduced listeners to some of the children, families and organizations Variety has helped in Kelowna and the surrounding areas.

The money raised from the *Variety Children's Radiothon* will stay in the Kelowna area to assist families with funding for specialized equipment, medicines, therapies, as well as accommodation and travel costs associated with a child's medical emergency. Funds are also used to support local organizations that help children, such as the *Kelowna General Hospital*, the *Okanagan Boys and Girls Clubs* and the *YMCA/YWCA Y-Knot Swim Program*. These organizations receive funding for anything from renovations and upgrades to new equipment and supplies. Because of the support of the donors and sponsors, Variety was able to provide funds to renovate the Neo Natal Intensive Care Unit at the *Kelowna General Hospital*. In the past six years, Variety has provided close to \$1 million in grants to organizations and families in Kelowna and the surrounding areas.

Barbie Hislop, executive director of Variety - The Children's Charity said, "Variety is very happy to have raised such an incredible amount this year. We greatly appreciate the support of Power 104 who went above and beyond for this event. All of the money raised over the past two days will stay right here in the Okanagan so it has been wonderful to see Kelowna rally behind this event in support of their community."


The *Kelowna Variety Children's Radiothon* was sponsored by *Power 104*, *The Kelowna Daily Courier*, *Sandman Hotel Kelowna*, *Kal Tire*, *The Jammery*, *Can Am Mobility*, *Nester's Market* and *Dockside*.

*Variety - The Children's Charity has a mission to raise funds and distribute 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.**