



FOR IMMEDIATE RELEASE

HELPING CHILDREN OVER THE AIRWAVES

Community comes together to help children who have special needs

Kelowna, BC (May 13, 2010) – Variety – The Children's Charity is excited to announce that the Kelowna's 6th Annual *Variety Children's Radiothon* raised \$27,104 and 164 *Buddy Bears*. A huge thanks to our generous donors, sponsors and volunteers for helping us raise such an impressive amount. All proceeds 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 12th and 13th on *Power 104*. The Radiothon introduced listeners to some of the children, families and organizations Variety has helped in Kelowna and the surrounding areas as well as local donors and sponsors. Variety is incredibly grateful to this year's sponsors, *Pharmasave, Sandman Hotel Kelowna, Save-on-Foods* and *Kelowna Daily Courier*.

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.

Barbie Hislop, executive director of Variety - The Children's Charity said, "Variety is thrilled to have raised such an incredible amount this year. We greatly appreciate the support of Power 104 - they were really behind the event 100%. All of the money raised over the past two days will stay right here in the Okanagan to help children who have special needs and their families. A huge thank you to all of the generous donors who have made this event such a success."

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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In partnership with

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