



FOR IMMEDIATE RELEASE

KIDS COIN DRIVE FOR VARIETY Kids Launch Their Campaign for Cash!

Burnaby, BC (September 1, 2011) – Young philanthropists from around the province were in Burnaby on Thursday, September 1st to kick-off the 10th annual *Kids Coin Drive for Variety*. All of the children involved have been helped by Variety – The Children’s Charity and are now giving back to the cause by raising money for other kids like them. Families shared stories of how Variety had helped them in the past which is a big reason for why they fundraise today.

Over the last nine years, the province-wide fundraiser has raised over \$1.6 million. The *Kids Coin Drive for Variety* is one of Variety’s biggest fundraisers and all funds raised stay in British Columbia to help children who have special needs and organizations that support children.

This year the campaign is being spearheaded by twelve incredible kids: Kaden, Julia and Destiny from the Lower Mainland, Angel, Max, Mackenzie V. and Mackenzie H. from Vancouver Island, Isabella from Vernon, Callie from McLure, Cameron from Winfield, Emma from Kelowna and Kira from Prince George. All of these Coin Kids fundraise with one common goal - to ensure that Variety is there for other children as it was for them.

You can help these fundraisers and other children throughout BC by dropping off your coins at any Marketplace IGA or BMO across the province or at any other participating partners in your area. Visit www.kidscoindrive.ca for a complete list of drop-off locations or to donate online.


“The success of the Kids Coin Drive for Variety has a lot to do with the fact that people understand and believe in the fundamentals of this campaign – kids raising money for other kids,” says Barbie Hislop, executive director of Variety. “The children and families who are fundraising know what it feels like to have a special need of some kind and what Variety’s support has meant to them over the years. They want to make sure that Variety is able to continue helping kids the way it helped them and this is a way they can give back.”

Variety – The Children’s Charity is a non-profit charitable organization dedicated to raising funds to inspire hope, enrich lives, and build a better future for children in BC. Since 1965, Variety – The Children’s Charity has raised more than \$155 million in support of children who have special needs.

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