



For Immediate Release

**PRINCE GEORGE BENEFITS FROM LOCAL FUNDRAISER
*Variety Children's Radiothon Hits the Airwaves***

Burnaby, BC (June 15, 2011) – The 7th annual Prince George *Variety Children's Radiothon* will be broadcasting live on 97FM *The Wolf* on June 22nd and 23rd from 6 am to 6 pm. The Radiothon will be supported on air by sister station 94X.

The Variety Children's Radiothon will introduce listeners to some of the children Variety has helped in Prince George and in the surrounding areas, as well as projects Variety has supported. All money raised over the two day Radiothon will stay in the community to help local children who have special needs and organizations that support children. Last year the two-day event raised \$45,063 – an incredible achievement.

“Prince George is one of our most supportive communities throughout the province and we are very happy to be back for our seventh straight year,” says Barbie Hislop, executive director of Variety – The Children's Charity. “Families and organizations in Prince George and the surrounding areas will benefit directly from the funds raised at this Radiothon so it is a great opportunity to give back to your own community.”

Variety has provided funding to the Prince George Deaf Children's Society, Child Development Centre of the Prince George Cerebral Palsy Association, the Spirit of the North Hospital Foundation and the Family Focus Society. In the last year and a half, Variety has given close to \$80,000 to more than 75 individual families in the Prince George area, including Burns Lake, Quesnel & Vanderhoof.

The *Variety Children's Radiothon* is supported by local sponsors including 97FM *The Wolf*, 94X, Canfor Pulp Ltd, McDonald's, Four Points Sheraton, Commonwealth Financial and The Prince George Citizen.

Tune in to 97FM *The Wolf* on June 22nd and 23rd and call the Canfor Phone Bank number at 250-562-3697 to help Variety help children who have special needs in Prince George. You can donate anytime by visiting www.variety.bc.ca.

Variety - The Children's Charity raises funds and distributes 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.