



For Immediate Release

PRINCE GEORGE FUNDRAISER A HUGE SUCCESS!

Burnaby, BC (June 24, 2011) – The 7th annual *Variety Children's Radiothon* has raised \$46,603 and a record 316 Buddy Bears, to support children in the Prince George area who have special needs.

The two-day event - broadcast live on **97FM The Wolf** and supported by sister station **94X** - introduced listeners to some of the children and families Variety has helped in Prince George, as well as some of the projects Variety has supported in the past year.

Barbie Hislop, executive director of Variety - The Children's Charity said, "Variety is so impressed with the incredible generosity of Prince George residents. A huge thank you to everyone who donated and made this such an incredible event! We greatly appreciate the support of 97FM The Wolf and 94X who completely get behind this event every year. All of the money raised over the past two days will stay right here in the Prince George area to help children who have special needs and their families."

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.

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.

-30-

Media Contact:

Danielle Lucas
Toll-free 1.800.381.2040
danielle.lucas@variety.bc.ca

In partnership with 

4300 Still Creek Drive, Burnaby, BC V5C6C6
Toll-Free in BC 1.800.381.2040 | Tel 604.320.0505 | Fax 604.320.0535

www.variety.bc.ca

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