



For Immediate Release

VARIETY RADIOTHON COMES TO PRINCE GEORGE ***...fundraiser for local children hits the airwaves***

Burnaby, BC (June 16, 2010) – The 6th annual Prince George *Variety Children's Radiothon* will be broadcasting live on *97FM The Wolf* on June 23rd and 24th 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 \$40,650 – an incredible achievement.

"Prince George is continuously one of our most supportive communities and we are thrilled to be back for our sixth straight year," says Barbie Hislop, executive director of Variety – The Children's Charity. "Every donation no matter how big or small is making a real difference in the lives of children. Families in Prince George and the surrounding areas directly benefits from every single dollar that is donated to this Radiothon so this is a great opportunity to give back to your own community."

Variety has provided funding to the 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 2 years Variety has given over \$160,000 to more than 115 individual families in the Prince George area (including Burns Lake, Quesnel & Vanderhoof) and close to \$70,000 of that was distributed just over the past year!

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

Tune in to 97FM The Wolf on June 23rd and 23th and call the Canfor Phone Bank number at 250-562-3697 to help Variety help children who have special needs in Prince George.

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-

For more information contact:

Danielle Lucas

Toll-free: 1.800.381.2040

danielle.lucas@variety.bc.ca

In partnership with

Variety – The Children's Charity

4300 Still Creek Drive, Burnaby, BC Canada V5C 6C6

Tel: 604.320.0505 · Toll Free in BC: 1.800.381.2040 · Fax: 604.320.0535 · www.variety.bc.ca

