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VARIETY RADIOTHON RAISES BIG DOLLARS IN KAMLOOPS!

Burnaby, BC (October 8, 2010) – The eighth annual *Variety Children's Radiothon* - broadcast live on B100 – has raised an incredible \$42,528 and 178 Buddy Bears - all to support children in the community who have special needs. Over the past eight years, the citizens of Kamloops have raised close to \$400,000 for children and organizations in the community through these successful Radiothons.

The money raised through the Radiothon will be used to help families pay for a range of things such as specialized medical equipment, therapies, travel and accommodation costs for out of town medical care and more. Variety provides funding for organizations that support children and families. Organizational grants have been given to the Kamloops Child Development Society, Kamloops District Society for People in Motion and the Royal Inland Hospital Foundation.

“Once again the Kamloops *Variety Children's Radiothon* was a huge success,” said Barbara Hislop, executive director of Variety - The Children's Charity. “Thank you to our generous donors and sponsors. You are truly making a difference in the lives of children and families in your community.”

The two-day event is supported by B100, The Kamloops Daily News, Pharmasave, BMO, The Holiday Inn and Suites, La Dolce Vita, Save-on-Foods and other local businesses and individuals.

- 30 -

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In partnership with

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