



FOR IMMEDIATE RELEASE

## ***BIG DOLLARS RAISED FOR KIDS IN VERNON***

*Community comes together to help children who have special needs*

**Burnaby, BC (April 14, 2011)** – Variety – The Children’s Charity is excited to announce that the *Variety Children’s Radiothon* on *107.5 Kiss FM* raised an incredible \$41,656 and 224 Buddy Bears. All proceeds will support children who have special needs in Vernon and the surrounding areas.

The two-day event aired on *107.5 Kiss FM* on April 13<sup>th</sup> and 14<sup>th</sup> and was generously supported by the community and local businesses, such as The Vernon Morning Star, The Holiday Inn Express, The Jammery, Kal Tire, Johnston Meier Insurance Agencies Group, RONA as well as A&W, which donated \$1 from every Bacon N’ Egger sold on April 13<sup>th</sup>. The Radiothon also introduced listeners to some of the children and organizations Variety has helped in the Vernon area including the *NONA Tree House Project* and the *Vernon Jubilee Hospital*.

Barbie Hislop, executive director of Variety - The Children's Charity said, “We are very happy with the amount raised at the *Vernon Children’s Radiothon*. It is our first *Radiothon* of the year and it is a great way to start of the season! We are so grateful for the unwavering support we get from the community of Vernon.”

One generous donor from the community is eight year old Katia. She has been fundraising for the Radiothon for three years and came down to the radio station this year with \$131.82. She first began raising money when she heard the Radiothon on air and decided that she wanted to help out kids who needed Variety’s help. She comes down to the station every year with the money she raises herself through bottle drives and donations from family and friends.

The money raised from the Radiothon will stay in the area to assist families with the purchase of specialized equipment, medicine, therapy and accommodation and travel costs associated with a child’s medical emergency. The funds will also help organizations that help children, which receive funding to help with renovations and upgrades and new equipment.

*Variety – The Children’s Charity is dedicated to raising funds and distributing grants throughout British Columbia to inspire hope, enrich live, and build a better future for children who have special needs. Since 1965, Variety has raised more than \$155 million in support of children and families.*

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