



For Immediate Release

## ***LISTEN UP! Variety in town to help Vernon Kids***

**Burnaby, BC (March 28, 2011)** – Variety – The Children’s Charity is coming to Vernon! The sixth annual *Variety Children’s Radiothon* will be broadcasting live on *Local First 107.5 KISS FM* from 6am to 6pm on April 13<sup>th</sup> and 14<sup>th</sup>, 2011.

Like Variety’s hugely successful *Show of Hearts Telethon*, the *Variety Children’s Radiothon* will be raising money for children who have special needs. The Radiothon will introduce listeners to some of these children, as well as some of the projects and organizations Variety supports in the region. The 2010 Radiothon raised over \$37,800, all of which stayed in the Vernon area.

“Vernon is 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. “Families and organizations in Vernon will directly benefit from every single dollar raised at this Radiothon so this is a great opportunity to give back to your own community. Any donation, no matter the size, makes a difference.”

In addition to calling in to the *Variety Children’s Radiothon*, residents of Vernon can help by stopping by their local A&W for breakfast on April 13<sup>th</sup> between 6am and 11am. One dollar from every Bacon N’ Egger sold will be donated to Variety. Participating locations are 4901 Anderson Way, Fruit Union Plaza at 3101 Highway 6 and Village Green Mall at 4900 - 27th Street.

Variety receives a great deal of support from the community of Vernon and has partnered with The Vernon Morning Star, The Holiday Inn Express, The Jammery, Kal Tire, Johnston Meier Insurance Agencies Group as well as A&W and a number of other local businesses to bring you this year’s Radiothon.


**Tune into 107.5 KISS FM on April 13<sup>th</sup> and 14<sup>th</sup> between 6am – 6pm and call 250.550.1234 to help Variety help kids. If you would like to give now, you can text the word KIDS to 45678 and \$10 will be added to your cell phone bill or visit [www.variety.bc.ca](http://www.variety.bc.ca) to make a donation of any amount.**

*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.*

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