



For Immediate Release

KIDS COIN DRIVE FOR VARIETY
LOCAL CHILDREN RAISE FUNDS FOR KIDS WHO HAVE SPECIAL NEEDS

Burnaby, BC (September 1, 2009) – Young philanthropists from around the province were at the Sheraton Wall Centre in Vancouver on Tuesday, September 1st, to kick off the annual *Kids Coin Drive for Variety*. Last year, the province-wide fundraiser brought in over \$250,000. Over the last eight years the campaign has raised more than \$1.25 million.

All funds raised from the campaign, which runs from September 1st – October 31st, will help kids in British Columbia who have special needs. Drop off your spare change or add \$2 to your bill at any Marketplace IGA throughout BC. You can also drop off your coins at any other participating partner in your area. If your business or school would like to be a coin drop off location please contact Jodi McAlduff at jodi.mcalduff@variety.bc.ca or 1.800.381.2040. For a list of drop locations or to donate online, please visit www.variety.bc.ca.

The *Kids Coin Drive for Variety* was started by an incredible young fundraiser on Vancouver Island who had been helped by Variety. What began as a penny drive in an elementary school has since become a province-wide campaign that has raised over a million dollars! Jeneece's amazing spirit has inspired other kids around the province, all who have been helped by Variety, to take part and fundraise on behalf of children.

This year the *Kids Coin Drive for Variety* is being spearheaded by 10 incredible kids: Alisa from Burnaby, Eddy, Brody and Brooke from Chilliwack, Julia from Port Moody, Hannah from Nanaimo, Angel from Port Alberni, Mackenzie from Sidney, Alyssa from the Okanagan and Kira from Prince George. All of these Coin Kids fundraise with one common goal - to ensure that Variety is there for other children as it was for them. Help us help kids by supporting the Coin Kid in your community. You really can make a difference in the life of a child.

"The *Kids Coin Drive for Variety* continues to be one of our biggest fundraisers year after year," said Barbie Hislop, executive director of *Variety - The Children's Charity*. "I think that has a lot to do with the fact that people understand and believe in the fundamentals of this campaign – kids raising money for other kids. The children who are fundraising know what it feels like to be sick in a hospital bed, to be in a wheelchair, to have a special need of some kind. They want to make sure that Variety is able to continue helping kids the way it helped them."

Variety – The Children's Charity is a non-profit charitable organization dedicated to raising funds to inspire hope, enrich lives, and build a better future for children in BC. Since 1965, Variety – The Children's Charity has raised more than \$150 million in support of children who have special needs.

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In partnership with

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