



FOR IMMEDIATE RELEASE

**TEXT TO MAKE A MOTHER'S DAY
...a small donation for a big smile!**

Burnaby, BC (April 7, 2010) – With Mother's Day coming up next month, consider texting a donation to Variety to help us give mother's the ultimate gift. Imagine a child being able to say I love you to their mother for the first time with the help of a talking computer. Think of a child being able to hear their mother say I love you back, thanks to a new hearing aid.

With the rising costs associated with caring for a child who has special needs, families are finding it increasingly difficult to find the resources needed. This is why every donation makes a difference, no matter how big or small. \$25 pays for meals for one day for two parents while their child is being treated in the hospital. \$100 covers the cost of a pair of orthotic shoes. \$250 is the cost for a month's worth of specialized formula for a premature baby. \$1600 covers a year's worth of supplies for a child with diabetes. \$10,000 pays for a specialized wheelchair.

Variety – The Children's Charity has launched text donating – an innovative and easy way to give back. To donate, text the word '**KIDS**' to 45678. Donors will then receive a message asking them to confirm the donation. Simply reply '**YES**' to complete the donation. They will then receive a second message thanking them for the donation. A preset amount \$10 will automatically be added to the donors cell phone bill or deducted from a prepaid balance. Donors can unsubscribe at any time by replying to the message or texting the word '**STOP**' to 45678. This is a simple and secure process that will allow anyone with a cell phone to donate to the cause.

"We are very excited to be using technology in a way that simplifies the donating process and increases the number of potential Variety donors," says Barbara Hislop, executive director of Variety – The Children's Charity. "Variety is always looking for new ways to fundraise and the opportunity to give donors as many ways as possible to give. Through text message donations, Variety is hoping to reach younger donors who use cell phones as their primary method of communication."

Variety – The Children's Charity is a non-profit organization dedicated to raising funds and distributing grant to inspire hope, enrich lives and build a better future for children who have special needs. Since 1965, Variety has raised over \$155 million dollars for children in British Columbia.

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In partnership with

Variety – The Children's Charity

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