

For Immediate Release

May 15, 2017

9th Annual Variety Children's Radiothon on 97.3 The Eagle
Funds raised to support local children with special needs

(BURNABY, BC) Listeners to 97.3 The Eagle will get the chance to hear more than their favourite songs on May 25th when Variety - the Children's Charity returns for the 9th annual Variety Children's Radiothon in Comox Valley and Campbell River. The fundraiser celebrates the strength and courage of families who have children with special needs, as well as the inspiring individuals and organizations in the community who help these kids accomplish new things every day.

Listeners who tune in to this year's Radiothon will have the chance to meet kids like 2 year old Cole whose eye gaze system will allow him to communicate, and River who is thriving thanks to speech and language therapy. Because of generous donors in the community, so many kids like these have had the opportunity to be mobile, learn, connect and focus on just being kids.

"There are more and more families that need our help every year," said Variety BC CEO Kristy Gill. "But with the help of generous donors, like all those who support us in Campbell River and the Comox Valley each year, we're able to be there when families in these communities need us most."

Since the first Radiothon in the area 9 years ago, Variety BC has provided 141 individual grants directly to families and children in the Comox Valley, Courtenay, Cumberland and Campbell River. In addition, the charity has provided funding to five local organizations, including the Campbell River Hospital Foundation, Comox Valley Healthcare Foundation, Comox Valley Therapeutic Riding Association, School District 72, and the Wachiy Friendship Centre. In total, approximately \$435,000 has been spent to support local children with special needs.

There are many ways to support the Variety Children's Radiothon and help children with special needs. All funds raised in the community, stay in the community:

- Tune in to 97.3 The Eagle and call 1-855-545-1137 to donate
- Donate online at variety.bc.ca
- Text KIDS to 45678 to make an automatic \$20 contribution
- Join the conversation on social media using #VarietyRadiothon and @VarietyBC



variety.bc.ca

About Variety - the Children's Charity:

Variety - the Children's Charity steps in where health care ends, providing direct help to children with special needs in BC and the Yukon. For over 50 years Variety has ensured children have the support to reach their potential.

Together, we can be there when a family needs us the most.

Since 2010 Variety has distributed more than \$25 million in funding to families and organizations in communities all across the province. With your help, we can raise even more!

For more information on how you can support Variety - the Children's Charity, visit variety.bc.ca or call 604.320.0505.

Media Contact:

Kim Bowie
Direct: 604-268-3888
Cell: 604-790-2301
Email: kim.bowie@variety.bc.ca