

**For Immediate Release**

June 16, 2017

**The Variety Children's Radiothon is coming to Kelowna on 103.9 The Juice FM.**  
Funds raised to support local children with special needs

**(BURNABY, BC)** Listeners to 103.9 The Juice will get the chance to hear more than their favourite songs on June 26 when Variety - the Children's Charity brings the Variety Children's Radiothon to Kelowna. 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 the Radiothon will have the chance to learn about kids like 8 year old Kyra who receives equine therapy and physiotherapy to help with developmental challenges, and 13 year old Mihai, who has been supported by Variety for years and now gives back as an ambassador and fundraiser for the charity. 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 Kelowna all throughout the year, we're able to be there when families in this community need us most."

In the past ten years, Variety BC has provided 371 individual grants directly to families and children in Kelowna. In addition, the charity has provided funding to 3 local organizations, including the YMCA-YWCA Central Okanagan, Okanagan Boys & Girls Clubs, and Kelowna General Hospital Foundation. In total, approximately \$898,747 has been spent to support local children with special needs over that period. If including the 16 Sunshine coaches delivered to organizations in the city since 2000, that number jumps to well over \$1 million.

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 103.9 The Juice, and call toll free 1-855-545-1137 to donate.
- Donate online at [variety.bc.ca](http://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](http://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](http://variety.bc.ca) or call 1-800-381-2040.

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