



For Immediate Release

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Variety's Iconic 'Show of Hearts' Returns to Global BC

(Burnaby, BC) The official 30-day countdown has begun for Variety – The Children Charity's biggest fundraising event of the year. The 52nd Annual *Show of Hearts Telethon* will air live on Global BC from 9:30 a.m. to 5:30 p.m. on Sunday, February 11, 2018. Originating from the Molson Canadian Theatre at Hard Rock Casino Vancouver, the eight-hour show will be broadcast both on-air and online via livestream at Globalnews.ca.

This year's *Show of Hearts* will include live performances by 12-year-old singing sensation Ty Waters, up & coming pop-soul singer Mathew V, roots rockers The Matinée and back by popular demand, the cast of *Working My Way Back to You – A Jersey Boys Tribute*.

"The Show of Hearts is such a huge part of what Variety does and we are so excited to again be partnering with Global BC to bring viewers a television event like no other," said Cally Wesson, Variety BC CEO. "Together we'll be featuring not only a phenomenal line-up of live entertainment but also incredibly inspiring stories which will give British Columbians a chance to see where their donations go when it comes to making a difference in the lives of these amazing kids and their families."

"Global BC has been proudly supporting the Show of Hearts Telethon for over 50 years and it's rewarding to see our viewers tuning in year after year. We're humbled to have the opportunity to work so closely with an organization that helps provide much needed resources to children across the province," said Kenton Boston, Vice-President News and Information, Corus Entertainment, Western Canada.

Award-winning online media blogger Rebecca Bollwitt, better known as Miss 604, will also be back with her interactive Social Lounge where she and her team will be providing live updates while offering an exclusive behind-the-scenes look backstage. Also returning to the show will be legendary wildlife artist Robert Bateman whose posters will be sent out to those who donate \$169. *Show of Hearts* viewers will also see updates from the children introduced during Global BC's Variety Week which aired in November.

Last year's *Show of Hearts* saw Variety raise an astounding \$5,087,000. Donations to the show can be made by calling the Telethon toll-free at 310-KIDS and as well, they can be made online at variety.bc.ca or by texting "KIDS" to 45678 to make an automatic \$20 contribution.

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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.

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