

50
YEARS
1966 - 2016



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stepping in where health care ends

For Immediate Release

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Variety Show of Hearts to appeal to a new generation

Annual telethon on Global BC will move to a one day format; show donor dollars in action

(Burnaby, BC) The *Show of Hearts* Telethon has been an enduring legacy for the entire 50-year existence of Variety - The Children's Charity in British Columbia. Proceeds from the annual broadcast event on Global BC have helped fund organizations like BC Children's Hospital, Canuck Place, and Neonatal Intensive Care Units in hospitals all around BC, while also directly helping countless families and children with special needs.

The 2017 *Show of Hearts* will take place on Sunday, February 12. This year's new one day format is inspired by a changing landscape of philanthropy, and is designed to be more impactful, more efficient, and more appealing to a new generation of donor.

"We want to tell stories that will reflect the core purpose of Variety: To inspire donors to help all children who have special needs in BC and the Yukon to fulfill their potential, so they can focus on the important things – like being kids," said Variety BC Chief Executive Officer, Kristy Gill.

"This past October, we kicked off the Telethon season with the first ever Variety Week, where British Columbians got to meet amazing kids like Johannes, Drake, Oliver, and Ella, whose remarkable spirits inspired an overwhelming outpouring of support. This year's *Show of Hearts* will allow donors to witness the power of their contributions in action as we catch up with these families and introduce more incredible kids whose lives have been impacted by Variety."

As it always has, the *Show of Hearts* will bring together donors from communities all across BC in a province-wide show of support.

"As we enter our 51st year, our humbling and awe-inspiring history provides us with the foundation needed to be bold and innovative, as we look forward with renewed enthusiasm and excitement for the

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next half century of helping families and children with special needs,” said Gill. “I hope those who have supported us at the telethon for years and decades will tune in to Global BC on February 12th, and I’m especially excited to welcome those who will give for the first time.”

Donations can be made online at variety.bc.ca, toll-free by phone at 310-KIDS, or by texting “KIDS” to 45678 to make an automatic \$20 contribution.

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About Variety - The Children’s Charity:

Variety steps in where health care ends, providing direct help to children in BC with special needs. For 50 years Variety has ensured children have support to reach their unique potential. Since 2010 Variety has distributed more than \$25 million in funding to families and organizations in BC and the Yukon.

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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