



For Immediate Release
December 10, 2018

'Variety Show of Hearts Telethon' Returns to Global BC

(Burnaby, BC) – The official 60-day countdown is on for Variety - the Children's Charity's biggest fundraising event of the year. The 53rd Annual *Variety Show of Hearts Telethon* will air live on Global BC on Sunday, February 10, 2019 from 9:30 am to 5:30 pm. Originating from the Molson Canadian Theatre at Hard Rock Casino Vancouver, the Telethon will be broadcast both on-air on Global BC and online via livestream at Globalnews.ca.

Throughout the eight-hour telecast, viewers will see their donor dollars in action as 7-year-old Baillie takes them to one of her physiotherapy sessions paid for by Variety. Her sessions along with her custom orthotics will help Baillie stay as active as possible as she battles Charcot-Marie-Tooth disease, a form of Muscular Dystrophy. They will also see how 4-year-old Patrick who struggles with Speech Apraxia and Goldenhar Syndrome is progressing with his weekly speech and language sessions. Additionally, they'll witness Abby getting her first walker which will help strengthen her muscles and give her a sense of independence that the 2-year-old has never experienced.

The show will also recognize committed partners and supporters ... many of whom will be sitting on the Gold Panel and sponsoring the "3-Minute Countdown". The hourly countdowns have become an extremely popular segment providing viewers with an opportunity to call in and have their donation matched during that time.

"We're extremely excited as we along with our incredible partners at Global BC gear up for the *Show of Hearts*," said Cally Wesson, Variety BC CEO. "It truly is an amazing day where we get to see the entire province of British Columbia come together ... all to help BC's kids and their families."

"For six decades now, we've been doing what we do best to support the important work of Variety," said Kenton Boston, Vice-President, News & Information for Western Canada at Corus Entertainment. "Working with Variety is a huge part of Global BC's commitment to helping children with special needs throughout BC."

Award-winning online media blogger, Rebecca Bollwitt, who many know as Miss 604, will be back with her interactive Social Lounge where she and her team will be providing live #ShowOfHearts updates. Also returning will be legendary wildlife artist Robert Bateman whose stunning *Mossy Branches Spotted Owl* poster will be sent to those who donate \$169 or more.

This past February, the *Variety Show of Hearts Telethon* raised an astounding \$5,499,269. Donations to the *Show of Hearts* can be made by calling toll free at 310-KIDS and online at variety.bc.ca or by texting "KIDS" to 45678 to make an automatic \$20 contribution. Viewers can also register now to have their own fundraising page. The online platform enables individuals and groups to connect with friends, families and co-workers in support of Variety. To sign up or to find out more information, visit supporting.variety.bc.ca/showofhearts.

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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. For over 50 years, Variety has ensured that children have the support to reach their potential. Since 2010, Variety has distributed more than \$30 million in funding to families and organizations in communities all across the province. With your help, we can raise even more! For additional details on how you can support Variety - the Children's Charity, visit variety.bc.ca or call 604.320.0505.

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