



For Immediate Release
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'Variety Week' Returns to Global BC

(Burnaby, BC) – Variety - the Children's Charity and Global BC are pleased to announce that the 3rd Annual *Variety Week* will take place from Monday, Oct. 22 to Friday, Oct. 26, 2018.

Throughout the week, Global BC will be showcasing the work that Variety does to help BC kids with special needs and their families. During every newscast including *Global News Morning* and *Global News Hour at 6*, viewers will meet the families who Variety has helped and get to experience firsthand how their lives have changed as a result.

In addition to calling and donating, viewers from across the province will be able to register to have their own fundraising page set up online. The new platform allows individuals and groups to connect with friends, families and co-workers in support of kids with special needs.

"There are so many kids in our province that need our assistance to thrive," said Cally Wesson, Variety BC CEO. "Together with Global BC, we're excited to give British Columbians another way to rally together and show their support."

"We are proud to partner with Variety to raise both awareness and money to help those in need across British Columbia," said Kenton Boston, VP News and Information, Corus Entertainment, Western Canada. "Together we can make a difference, reach deep in to communities and provide a bright future for kids and their families in 2019 and beyond."

Variety Week will wrap up with *Global News Hour at 6* broadcasting live from Robson Square. Last year's *Variety Week* saw Variety raise an incredible \$835,000. Donations can be made by calling 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. For over 50 years, Variety has ensured 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 information on how you can support Variety - the Children's Charity, visit variety.bc.ca or call 604.320.0505.

Media Contact:

Donnie Gordon
Direct: 604.268.3888
Cell: 604.328.8930
Email: donnie.gordon@variety.bc.ca