



For Immediate Release
October 29, 2018

'Variety Week' on Global BC Raises \$765,594

(Burnaby, BC) – Variety - the Children's Charity and Global BC are thrilled to announce that this year's *Variety Week* raised a total of \$765,594 to help BC kids with special needs.

"Our average individual grant for a child is \$2,500 so this means we've raised enough money to help 306 kids and their families. Truly, truly amazing," said Cally Wesson, Variety BC CEO. "On behalf of our board, our members, our staff and volunteers and the families we've helped and will continue to be able to help, I'd like to thank our partners Global BC and Corus Entertainment along with our sponsors White Spot Restaurants, Will Webster & The R. Howard Webster Foundation, Connect Hearing, Maple Ridge Chrysler, West Coast Amusements, Galactic Entertainment and Miss 604 and of course, thank you to all of BC for their incredibly generous support. I've now been left speechless."

"With all the challenges facing people in BC, we're so honoured that the people of this province came forward once again to help our kids with special needs," said Kenton Boston, VP News and Information, Corus Entertainment, Western Canada. "It's the smallest things to the biggest things that make a difference in their lives and we're so proud. Proud and grateful. Thank you British Columbia."

Throughout the week's newscasts, Global BC viewers were introduced to children and families supported by Variety and saw firsthand how their lives have changed as a result. The week-long campaign culminated with the *Variety Week Wrap Party* at Robson Square which was open to the public and included a concession stand with hot chocolate and mini-donuts. There were also games and for the first time ever in downtown Vancouver, a 60-foot tall Ferris Wheel.

Global BC's *Global News Hour at 6* and 980 CKNW's *The Lynda Steele Show* were both broadcasting live on-location and featured interviews with Variety families. CFOX and Rock 101 were on-site as well offering fun and interactive activities for party goers who were also treated to live entertainment by the Lions Gate Choir and UBC's The Undeclared Majors.

Variety's core grant areas range from mobility programs and life-saving medical equipment to specialized therapies, mental wellness and educational programs and bursaries for learning disabilities. With *Variety Week* marking the official kick-off to the *Variety Show of Hearts Telethon*, Variety is hoping that viewers will set up their own fundraising page online and connect with friends, families and colleagues in support of children with special needs and their families province-wide.

Those who missed out on making a donation during the week can still do so 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 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 information on how you can support Variety - the Children's Charity, visit variety.bc.ca or call 604.320.0505.

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