



**For Immediate Release**  
September 4, 2019

### ***97.3 The Eagle to Host Variety BC's Comox Valley-Campbell River Radiothon***

**(Burnaby, BC)** – Variety BC is pleased to announce that 97.3 The Eagle will once again be hosting their Comox Valley-Campbell River Radiothon on Wednesday, Sept. 18, 2019.

“We are so pleased to be continuing our phenomenal partnership with 97.3 The Eagle,” said Cally Wesson, Variety CEO. “And we’re so grateful to the communities of Comox Valley and Campbell River as they have always been dedicated supporters of Variety and kids with special needs.”

“We are always excited to get the opportunity to team up with Variety to help children with special needs in the Comox Valley and Campbell River,” said Kent Wilson, 97.3 The Eagle Program Director. “Our listeners are incredibly generous and the help they provide for local families through their donations is truly amazing. The entire team at 97.3 The Eagle is looking forward to another very successful Radiothon.”

Listeners who tune in will have the chance to hear how Variety BC helps kids including Jace, a 7-year-old boy from Campbell River who has Autism, PAK 3 Gene Mutation and Attention Deficit Hyperactivity Disorder and whose family has been provided with an adaptive car seat which enables him to travel easily and securely while providing his family with peace of mind.

Over the past eleven years, Variety BC has directly supported over 200 families in Comox Valley and Campbell River. They have also provided significant funding to such local organizations as the Comox Valley Healthcare Foundation, the Campbell River Hospital Foundation and the Wachiy Friendship Centre (Courtenay).

Originating from the studios of 97.3 The Eagle, Variety’s Comox Valley-Campbell River Radiothon will broadcast from 6:00 am to 6:00 pm both on-air and online at [973theeagle.com](http://973theeagle.com).

Last year’s event raised over \$25,500. Donations can be made by calling toll-free at 310-KIDS, online at [variety.bc.ca](http://variety.bc.ca) or by texting “KIDS” to 45678 to make an automatic \$20 contribution.

**-30-**

#### **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](http://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](mailto:donnie.gordon@variety.bc.ca)