



For Immediate Release

June 25, 2020

Variety BC Launches Online 50/50 Raffle

(Burnaby, BC) – Variety - the Children’s Charity is pleased to announce that they’ll be launching an online 50/50 raffle campaign on Monday, June 29.

“We’re beyond excited to be holding our very first 50/50 and hope to raise as much as we can for BC’s kids,” said Cally Wesson, Variety BC CEO. “And the bigger the jackpot, the more kids we can help.”

Tickets can be purchased by British Columbia residents over 19 years of age and are being sold at the following prices: 1 for \$5, 3 for \$10, 10 for \$25 and 50 for \$50. The secure, online portal where supporters will be able to purchase tickets can be found at 5050.variety.bc.ca.

Ticket buyers will receive a receipt by email listing their ticket numbers shortly after purchasing while jackpot updates will be posted regularly on Variety’s social media platforms.

Upon the winning ticket being drawn on Tuesday, September 8, the winner will receive 50% of total sales with the remaining 50% going to fund medical supplies and mobility equipment along with essential therapies, mental wellness counselling and education programs for kids with special needs across the province.

Variety is currently recruiting for Volunteer Ticket Sellers. For more information or to sign up, contact Aly Karim, Manager, Events & Volunteers at aly.karim@variety.bc.ca.

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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 \$33 million in funding to families and organizations in communities all across the province.

Variety’s core grant areas range from mobility programs and life-saving medical equipment to specialized therapies, mental wellness counselling and educational programs. 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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