



SOFT
103.9
familiar
favourites

For Immediate Release

June 4, 2019

Soft 103.9 to Host Variety BC's 10th Annual Kelowna Radiothon

(Burnaby, BC) – Variety BC is pleased to announce that Soft 103.9 will be hosting the 10th Annual *Variety Kelowna Radiothon* on Wednesday, June 26.

“We are so excited to be partnering with Soft 103.9,” said Cally Wesson, Variety CEO. “And we’re so grateful to the community of Kelowna and all of the Okanagan as they have always been amazing supporters of Variety and kids with special needs.”

“We love hosting the Variety Radiothon,” said Ryan Watters, Soft 103.9 Program Director. “Last year, our extremely generous listeners helped us raise over \$20,000 for kids in the Okanagan. This year we are honoured to be part of it again and to give back to this amazing community we live in.”

Listeners who tune in will have the chance to hear how Variety BC helps kids in the Okanagan including Brody, an 11-year-old boy who has Cerebral Palsy and whose family have been provided with an adaptive stroller along with power wheelchair accessories and most recently, a van conversion.

Most recently, Variety BC has directly supported over 350 families in Kelowna and throughout the Okanagan and has also provided a Sunshine Coach to the YMCA of Okanagan and to the Boys & Girls Club of Kamloops as well as a Sunshine Family Van to a family in Kelowna and to a family in Penticton.

Originating from the studios of Soft 103.9, the *Variety Kelowna Radiothon* will broadcast from 6:00 am to 6:00 pm both on-air and online via livestream at soft1039.net.

Last year’s event raised close to \$22,000. Donations can be made by calling toll-free at 310-KIDS, online at 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 or call 604.320.0505.

Media Contact:

Donnie Gordon

Direct: 604.268.3888

Cell: 604.328.8930

Email: donnie.gordon@variety.bc.ca