



For Immediate Release

June 3, 2019

***Variety BC's Prince George-Vanderhoof Radiothon
Returns to 94.3 the GOAT, Country 97 FM & Valley GOAT***

(Burnaby, BC) – Variety BC is thrilled to announce that this year's *Variety Prince George-Vanderhoof Radiothon* will be returning to 94.3 the GOAT, Country 97 FM and Valley GOAT on Wednesday, June 19 & Thursday, June 20.

"We are so pleased to be continuing our incredible partnership with 94.3 the GOAT, Country 97 FM and Valley GOAT," said Cally Wesson, Variety CEO. "And of course, we're extremely appreciative of the long-time support we continually receive from the amazing communities of Prince George and Vanderhoof."

"It's the two days a year that the staff look forward to the most," said Kev Cotter, Program Director, 94.3 the GOAT. "Knowing that we're supporting families with special needs children right here in Prince George ... there's nothing more exciting than hearing those phone lines ring!"

Listeners who tune in will have the chance to hear how Variety BC helps kids in Prince George and Vanderhoof including Tony, a 10-year-old boy who has Spastic Cerebral Palsy and whose family was provided with a stroller and a bike trailer.

Most recently, Variety BC has directly supported over 300 families in Prince George and Vanderhoof with everything from medical supplies, mobility equipment and speech therapy to mental health counselling, education bursaries and even a Sunshine Family Van.

Sponsored by Canadian Tire and originating from the studios of 94.3 the GOAT, Country 97 FM and Valley GOAT, the *Variety Prince George-Vanderhoof Radiothon* will be broadcast both days from 6:00 am to 6:00 pm.

Last year's event raised over \$60,000. Donations can be made by calling toll-free at 310-KIDS, online at variety.bc.ca or at myprincegeorgenow.com as well as 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.

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