



For Immediate Release

July 14, 2020

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

(Burnaby, BC) – Variety BC is pleased 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, September 9 & Thursday, September 10.

“Since the COVID-19 outbreak, we’ve received even more requests for help from families in Northern BC,” said Cally Wesson, Variety CEO. “We’re hoping that the incredibly generous listeners of 94.3 the GOAT, Country 97 FM and Valley GOAT will come together during this challenging time so that we can continue to be there for special needs kids in Prince George and Vanderhoof.”

“COVID-19 has affected all of us but it has not stopped the need to help the children with special needs and their families in this area,” said Kyle Wightman, Regional Sales Director, Country 97 FM & 94.3 The GOAT. “Country 97FM and 94.3 The GOAT in Prince George as well as The Valley GOAT in Vanderhoof are committed once again to bring our communities together with our business partners to ensure all residents and businesses in Central BC will have an opportunity to support Variety – the Children’s Charity.”

Most recently, Variety BC has 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.

Listeners who tune in will have the chance to hear how Variety BC helps kids in Prince George and Vanderhoof including Crystal, a 10-year-old girl who was diagnosed with Cerebral Palsy and who Variety provided with a manual wheelchair in January.

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 \$56,000. 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 \$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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