



**For Immediate Release**

August 21, 2019

***'Variety Week' Returns to Global BC***

**(Burnaby, BC)** – Variety - the Children's Charity and Global BC are pleased to announce that the 4<sup>th</sup> Annual *Variety Week* will take place from Monday, Sept. 30 to Friday, Oct. 4, 2019.

Throughout the week, Global BC will be showcasing the work that Variety does to help children with special needs and their families across the various communities in BC. During every newscast including *Global News Morning* and *Global News Hour at 6*, viewers will be introduced to families who Variety has supported while getting to see firsthand how their lives have been impacted because of Variety's help.

"We are so grateful to Global BC for their continued support," said Cally Wesson, CEO, Variety BC. "It's because of their support and the support of their generous viewers that we'll be able to help even more children achieve their true potential."

"We're excited to once again be teaming up with Variety to help kids across the province," said Kenton Boston, VP National & Network News, Global News. "And we're looking forward to learning from the families about the challenges they faced and how their lives have been transformed by Variety."

Also during the week, Variety will launch "Club Heartly" ... a new program which encourages kids to fundraise for kids with special needs while at the same promoting inclusiveness.

Last year's *Variety Week* saw Variety raise an astounding \$765,594. Donations can be made by calling toll-free at 310-KIDS and as well, they can be made online at [variety.bc.ca](http://variety.bc.ca) or by 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](http://variety.bc.ca) or call 604.320.0505.

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