



**For Immediate Release**

October 7, 2019

***'Variety Week' on Global BC Raises \$682,239***

**(Burnaby, BC)** – Variety - the Children's Charity and Global BC are pleased to announce that this year's *Variety Week* raised a total of \$682,239 to help BC's kids with special needs.

"With our average individual grant for a child being \$2500, this means we've raised enough money to help 273 kids and their families. Absolutely phenomenal," said Cally Wesson, Variety BC CEO. "I'd like to thank our partners Global BC along with our sponsors Accent Inns, Buy-Low Foods, Connect Hearing, RBC Royal Bank, White Spot Restaurants, Maritime Travel, Celebrity Cruises, 980 CKNW, CFOX, Rock 101 and Miss 604. And of course, thank you to all of BC for allowing our province's kids – and families – to thrive."

"We are truly grateful to our listeners and viewers for their incredible generosity this past week," said Kenton Boston, VP National & Network News, Global News. "It's because of their amazing compassion and dedication that we'll be able to continue making a difference in the lives of children with special needs."

Throughout the week's newscasts, Global BC viewers were introduced to children and families supported by Variety and saw firsthand how their lives have changed as a result. The week-long campaign culminated with the *Variety Week Wrap Party Presented by Accent Inns* at Sunset Beach which was open to the public and featured carnival attractions including a 60-foot tall Ferris Wheel, a carousel and games.

Global BC's *Global News Hour at 6* and 980 CKNW's *The Lynda Steele Show* were both broadcasting live on-location and featured interviews with Variety families. CFOX and Rock 101 were on-site as well offering interactive activities as was The Gaming Stadium. Partygoers were also treated to live musical entertainment from the Collage Vocal Ensemble, Lions Gate Chorus and UBC's The Undeclared Majors.

Additionally, the week included Variety's official launch of "Club Heartly" ... a new fundraising initiative centered around kids helping kids and the announcement of their "Families Helping Families" campaign which will be aimed at raising much-needed funding to support even more families. "Families Helping Families" will begin with a focus on helping children with Type 1 Diabetes (T1D) by providing Continuous Glucose Monitors (CGMs) ... a device that is both life-changing *and* lifesaving for kids living with T1D.

Those who missed out on making a donation during the week can still do so 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.

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](http://variety.bc.ca) or call 604.320.0505.

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