



**For Immediate Release**

August 26, 2020

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

**(Burnaby, BC)** – Variety - the Children's Charity and Global BC are pleased to announce that this year's *Variety Week* will take place from Monday, Sept. 14 to Friday, Sept. 18, 2020. Additionally, they're excited to announce that Strand Development and Townline Homes will be coming to the rescue of BC's kids when both companies will match each and every *Variety Week* donation up to \$500,000.

"For the first time in Variety BC's 54-year history, we have been overwhelmed with requests for support and cannot keep up with the demand," said Cally Wesson, CEO, Variety BC. "With the support of Strand Development and Townline Homes and the support of British Columbians, we hope to help even more kids with special needs."

"Variety BC is often the last resort for families who have exhausted all other funding opportunities," said Kenton Boston, Variety Board Chair & VP National & Network News, Global News. "Without the generous support of our listeners and viewers, we simply cannot keep up with the demand. The time is now for all of us to come together and to give what we can to ensure that our most vulnerable kids are not forgotten."

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. As well, they'll meet children whose futures are uncertain as they wait for funding that may not come.

Last year's *Variety Week* raised \$682,239. Donations can be made by calling toll-free at 310-KIDS as well as 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 \$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](http://variety.bc.ca) or call 604.320.0505.

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