



## For Immediate Release

April 20, 2020

### ***Aaron Pritchett to Perform on Variety BC's New Virtual Concert Series***

**(Burnaby, BC)** – Variety BC and White Spot Restaurants are excited to announce that multiple BCCMA Award-winning country singer Aaron Pritchett will host Variety's new virtual concert series, *White Spot Presents Wednesday Night Live* on Wednesday, April 22.

The series – which was launched last week with actor-singer Paul Greene – will feature at-home performances by local Canadian performers. The show will be streamed live on Variety's Facebook page every Wednesday at 7:00 pm and is set to run until the end of May.

The Vancouver-born recording artist has released seven studio albums, a compilation album and an EP, *Out on the Town* which was released just last year. His string of hits include "Hold My Beer", "Dirt Road in 'Em", "When A Momma's Boy Meets A Daddy's Girl", "Worth A Shot" and "Better When I Do".

"We are absolutely thrilled to have Aaron Pritchett on board," said Cally Wesson, Variety BC CEO. "He truly is an incredible talent whose legion of fans include many Variety supporters. We encourage everyone tuning in this Wednesday to host their own Facebook Party and invite their friends."

"For over 50 years, White Spot has been a huge supporter of Variety and we're very excited to partner with them on their concert series to bring entertainment and joy into the homes of British Columbians, said Cathy Tostenson, Vice President Sales & Marketing, White Spot Restaurants. "We hope you'll tune in and share in our celebration of the wonderful talent we have right here within our very own province while helping raise much needed funds."

In addition to enjoying the entertainment on *Wednesday Night Live*, Variety is hoping viewers will also donate to their COVID-19 Heart of Variety Fund campaign to help vulnerable kids impacted by social isolation and school closures with therapy, tutoring and mental health counselling.

-30-

#### **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. 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.

#### **About White Spot Restaurants:**

Headquartered in Vancouver, British Columbia, White Spot is Canada's longest-running restaurant chain, celebrating its 92nd year. Founded in 1928, when Nat Bailey launched Canada's first drive-in restaurant at Granville and 67th, the 92-year-young chain now sees more than 17 million guests annually at 133 White Spot and Triple O's locations throughout B.C., Alberta and Asia. Bailey's original vision was to build a restaurant that served the highest quality, unique tasting food and White Spot remains committed to continuing this tradition in each and every meal. White Spot Limited is proud to be recognized with the platinum status designation as one of Canada's 50 Best Managed Companies. [www.whitespot.ca](http://www.whitespot.ca)

#### **Media Contact:**

Donnie Gordon

Direct: 604.268.3888

Cell: 604.328.8930

Email: [donnie.gordon@variety.bc.ca](mailto:donnie.gordon@variety.bc.ca)