



For Immediate Release

May 19, 2021

Variety BC's Prince George-Vanderhoof Radiothon Returns to 94.3 The GOAT, Country 97FM & 95.9 The GOAT for One Day Only!

(Burnaby, BC) – Variety BC is excited to announce that this year's *Variety Prince George-Vanderhoof Radiothon* will be returning to 94.3 The GOAT & Country 97FM in Prince George and to 95.9 The GOAT in Vanderhoof for one day only on Wednesday, June 16.

"We're thrilled to once again be partnering with 94.3 The GOAT, Country 97FM and 95.9 The GOAT," said Cally Wesson, Variety CEO. "Just this week, we've had six families from Prince George and Vanderhoof apply for grants with the average grant in Northern BC being \$2500. Our goal for this year's Radiothon is to be able to help 30 kids in both communities as well as in surrounding areas."

"For the past 16 years, Vista Radio has been proud to help raise money for kids in our community in partnership with Variety," said Kyle Wightman, Regional Sales Director, Country 97FM & 94.3 The GOAT. "With restrictions still in place by our Provincial Health Authority, this year's event will be a one-day race to raise as much as we can for our children with special needs here in The North. Country 97FM, 94.3 The Goat and MyPGNow.com along with our sister station, 95.9 The Goat in Vanderhoof look forward to partnering with our community leaders and businesses to have an extremely successful 17th Annual Variety Radiothon."

Listeners who tune in will have the chance to hear how Variety helps kids in Prince George and Vanderhoof including Floyd, a 10-year-old boy who was born with Down Syndrome and bilateral cerebellar hematomas and who received an adaptive bike from Variety. The specifically designed bike provides an active stretch for Floyd's legs while at the same time helps with his self-esteem.

Sponsored by Canadian Tire and originating from the studios of 94.3 The GOAT, Country 97FM and 95.9 The GOAT, the *Variety Prince George-Vanderhoof Radiothon* will air from 6:00 am to 6:00 pm.

Donations can be made by calling toll-free at 310-KIDS, online at variety.bc.ca or at myprincegeorgenow.com 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 55 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 equipment and lifesaving medical supplies 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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