



For Immediate Release

September 29, 2022

'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, Oct. 17 to Friday, Oct. 21.

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. Global News viewers will learn stories of children who Variety has supported while getting to see firsthand how their lives have been impacted because of Variety's help.

"With the rising costs of everyday items including food, gas and housing, families are really feeling the pinch right now," said Josh Pasnak, Interim CEO, Variety BC. "But as history as shown, it's during the tough times that British Columbians come together which is why we're confident that with their generous support along with that of our matching sponsors, we'll be able to help even more kids across the province."

"I continue to be amazed at the resilience of the incredible children and families whose stories we share during Variety Week and equally humbled at how Global BC viewers step up each time to give generously," said Bhupinder Hundal, Global BC News Director & Station Manager. "The support goes a long way in helping some of the province's most vulnerable."

Viewers will see how Variety has expanded their funding to now include psychoeducational assessments making them the only charity to fund private assessments since they began funding autism assessments last year. Also featured will be the launch of the Variety Schools Program highlighting one elementary school that is already participating in the groundbreaking initiative.

Last year's *Variety Week* raised \$2,148,793. Donations can be made online at variety.bc.ca or by calling toll-free at 310-KIDS as well as 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 55 years, Variety has ensured children have the support to reach their potential. Since 2010, Variety has distributed more than \$35 million in funding to families and organizations in communities across the province.

For more information on how you can support Variety - the Children's Charity, visit variety.bc.ca or call 604.320.0505.

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