



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: STEPHEN J. PODOSEK

FEBRUARY 22, 2009

(O) 854-7577

47th Annual Variety Kids Telethon raises \$1,156,877

Variety - The Children's Charity of Buffalo & Western New York, Tent 7 concluded their 47th annual Variety Kids Telethon on Sunday February 22, 2009 with a total of \$1,156,877. The Buffalo Telethon which is the longest locally produced Telethon in the world was chaired by Laura Little. "I am so thankful to the people of Western New York. We know that times are tough for everyone and yet they came through for our kids."

"Our donors again showed how much they care for the children of our area." according to Richard Goldstein, Executive Director. "One of our most successful programs continues to be our Corporate Match. Viewers wait to donate until they see a Corporate Match during the Telethon because their dollars are doubled. We have a wonderful Credit Card donation program in which donors using their credit cards receive great premium packages. In addition every candy bar, every raffle ticket, every bake sale, and different fund raisers all count towards the total. We need and appreciate all those events which help the kids."

From children collecting pennies in classrooms, to volunteer firefighters manning street corners collecting money in boots the Telethon for 12 Hours broadcast on WKBW-TV Channel 7 showed how caring the Western New York area is. "Our entire community comes together when Variety asks them to help our special children." According to Carol McMahon, Variety Tent 7 Chief Barker and Fund Raising Division Chairperson. "Every donation is so important and we truly appreciate what every person, company and organization does to raise the money."

The national cast, made up of Las Vegas Superstar and Western New York Native Clint Holmes, Kelly Clinton, Ilene Graff, Brandon Barash also known as Johnny Zacchara from ABC's General Hospital, Mr. Food, Direct From Vegas - The Rat Pack and the nations greatest Elvis tribute artist, WNY's own Terry Buchwald, who also served as 2009 Telethon Honorary Chairman entertained viewers throughout the 12 hour Telethon. "We are thankful to our cast for their time and talent to help this Telethon be the success that it is." said Stephen J. Podosek, Telethon Executive Producer.

In addition to Women & Children's Hospital of Buffalo, funds from the annual Telethon go to help the Robert Warner M.D. Center For Children With Special Needs and other Western New York children charities such as BornHava, SABAH, Moving Miracles, Big Brothers & Big Sisters, Franciscan Center, Boys & Girls Clubs of the Northtowns, Holland, Depew/Lancaster, St. Mary's School for the Deaf and many other Western New York children charities.

Additional Information on Variety - The Children's Charity of Buffalo & Western New York and the annual Telethon can be found online at www.varietykidstelethon.com

-30-

VARIETY - THE CHILDREN'S CHARITY OF BUFFALO & WESTERN NEW YORK
195 DELAWARE AVENUE BUFFALO, NEW YORK 14202
PHONE: (716) 854-7577 FAX: (716) 854-2939 E-MAIL vcstaff@varietykidstelethon.com