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MARCH 22, 2010

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48th Annual Variety Kids Telethon raises \$1,251,331

With smiles on the faces of children and adults alike the 48th annual Variety Kids Telethon on Sunday March 28, 2010 concluded with a total of \$1,251,331. The Buffalo Telethon which is the longest locally produced Telethon in the world was chaired by Edward DeVantier and Honorary Chairman Duane Paddock. "We asked the entire Western New York Community to Help Our Kids Smile and they came through! Everyone connected with this labor of love is very appreciative. "

"When it comes to the kids in this community, the people in Western New York are always generous and they showed it again this year." according to Richard Goldstein, Executive Director. "Our Corporate Match program continues to be extremely important to the overall success of the Telethon. Viewers are able to get their donations doubled thanks to our Corporate match partners. Our Credit Card donation program gives donors using their credit cards great premium packages in exchange for helping the kids. 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. Everybody's donations no matter how much add up to help our kids and are all important."

The national cast, made up of Impressionist and singer Bob Anderson, Brandon Barash also known as Johnny Zacchara from ABC's General Hospital, America's Got Talent winner Neal E. Boyd, WNY's own Terry Buchwald, FDNY Retired Fire Chief Dan Daly, Mr. Food, actress, singer Ilene Graff, Canadian sensation Sarah Pacheco, country artists Mica Roberts and Mark Wills entertained the viewers throughout the 12 hour Telethon. "This years cast had something for everybody and all were so very talented. We thank all of them for their contributions to the success.st for their time and talent to help this Telethon be the success that it is." said Stephen J. Podosek, Telethon Executive Producer. One of our most special moments this year was when a specially adaptive bike provided by Freedom Concepts in Winnipeg Ontario Canada was presented to 2010 Celebrity Child Sarah Kopasz. Because of Sarah's physical challenges she is not able to ride a regular bicycle. The expression on her face was priceless when we presented the bike to her. Much to everyone's surprise, Sarah was able to peddle the bike on her own, something before Sunday she only dreamed of doing."

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, Boys & Girls Club of Holland, Franciscan Center, Summit Educational Services, Buffalo Hearing & Speech and many other Western New York children charities.

The 49th annual Variety Kids Telethon will be held Sunday March 6, 2011.

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

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