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## **VARIETY KIDS TELETHON 2008**

### **HELP US GROW!**

Buffalo, New York: **BILL RANSOM**, President and General Manager of WKBW-TV, Channel 7 joined Variety Kids Telethon 2008 General Chairman **LARRY TABER** in announcing details for "*The Variety Kids Telethon 2008*" on WKBW-TV, Channel 7. The 12 hour telethon will originate LIVE from the Courtyards of the Millennium Airport Hotel in Cheektowaga, Sunday March 2nd from 7:00am through 7:00pm Sunday. This is the 46th annual Telethon for Variety –The Children's Charity of Buffalo & Western New York which is the longest locally produced Telethon in the world and the 45th for Channel 7.

All monies raised by the Variety Kids Telethon benefit The Women and Children's Hospital of Buffalo, Robert Warner M.D. Center For Children With Special Needs and many other local charities benefiting children that Variety serves.

**HELP US GROW...**is the theme of Telethon 2008. With the continued support of the generosity of the people of Western New York, Variety's special children will grow and achieve their hopes and dreams

**LARRY TABER** is the General Chairperson of Variety Kids Telethon 2008. Larry began his involvement with Variety by helping his now wife Kathy with the annual Dance Back in Time, a major fund raising effort for the Telethon presented by the Variety Club Women. Because of his enjoyment of raising money and helping kids and wanting to do more, he became a member of the Variety organization.

This is Larry's 6th year of involvement with the Telethon. Larry jumped right in as he became chairman of the Bowling Centers fund raising efforts, a committee that he has

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chaired for the past 6 years. Larry has served as vice-chairman and co-chairman of the Telethon for the past 3 years.

Larry retired in 1999 with 36 years of service with the Town of Amherst Parks and Forestry Division. Even after retirement, Larry has enjoyed keeping busy. For the past several summers, Larry has worked as the manager of the Audubon Golf Course in the Town of Amherst.

When he is not working, Larry enjoys spending time with his wife, Kathy Kaminski, his three daughters, Shelly, Laura and Stephanie; his son, Kevin, and his seven grandchildren, Maggie, Anna, Jacob, Justin, Jessica, Adrianna, and Carter.

Volunteering is a mainstay of Larry's life and a priority for him. From his first time volunteering in life at the age of 11 as an altar boy until now, Larry exemplifies the ideals of giving. The special children of Variety are fortunate that Larry gives of himself, his time and his heart.

Serving as Honorary Chairman for the telethon is former Buffalo Sabres great **ROB RAY**. Away from the arena, Rob Ray has a giant heart that he puts to work tirelessly on behalf of the Variety Kids Telethon, Women & Children's Hospital, the Make-A-Wish program, and the Roswell Park Cancer Institute. As acknowledgement for his efforts, he was awarded the King Clancy Memorial Trophy for leadership and humanitarian contributions to the community in 1999.

But somehow, when Ray laces up for a game of hockey, he is able to transform his beneficent self into an adversarial ball of flailing knuckles. While playing junior hockey for the Cornwall Royals of the OHL, he could duke with the best of the league while not losing sight of the ultimate goal: to score points and win games.

But once he joined the Buffalo Sabres in 1989-90, he shifted his focus from the latter to concentrate almost exclusively on his game of intimidation. Among NHL toughs, Ray has become one of the more colorful and creative fighters whose mouth and hands are rarely idle during a game.

By the mid-1990s, he fell into controversy when he rigged his sweater and equipment to tear away at the slightest adversarial tug from a potential combatant. Once his upper body was cleared of things to hold on to, Ray was free to tie up his unwitting opponent and overpower his opponents. Eventually, the league legislated Ray's uniform back onto his body where it now usually remains while he fights. Over his 14 seasons as a Sabres forward, Ray endeared himself with his fans and made plenty of enemies. He accomplished both by playing with great emotional intensity and a fearless commitment to enforcement. He has twice led the league in penalty minutes doled out for a single season. He is also the NHL's all-time penalty-minute leader with one team.

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In 2002-03 Ray's tenure with the Sabres came to an end as he was traded to the Ottawa Senators towards the late stages of the season. After joining the Senators for the remainder of the 2002-03 season, Ray stepped down from the game until the Senators offered him a contract shortly after the 2004 NHL All-Star Game. He would play a handful more games for the Senators before retiring for good to join the Buffalo Sabres gameday broadcast team.

Ray currently works as the Sabres in-game reporter and a co-host on the Sabres postgame show. Rob resides in East Amherst with his wife Julieann and daughter Jordan

Larry and Rob are being assisted by co-chairpersons, **LAURA LITTLE**, an employee of National Fuel Gas and **FRANK BUDWEY**, owner of Budwey's Supermarkets and last years honorary chairman.

The 2008 Variety Kids Telethon stars include some of the best in the business! The brightest star is the 2008 "Celebrity Child", **GRACE CROOP** of North Tonawanda, New York.

Telethon 2008's theme is Help Us Grow and this year the Variety Kids Telethon is proud to introduce and share 2008 Celebrity Child Grace Anne Croop of North Tonawanda, New York. Grace is the daughter of Tom and Vicki Croop, and triplet sister to Colin and Elizabeth Croop of North Tonawanda.

Grace had a difficult start to her life. She was born at home on Easter Sunday April 4th, 1999 at a gestational age of 27 weeks 4 days. Just moments after her birth, her heart and respiratory rate dropped so low that C.P.R. was needed to keep her alive. Grace weighed 2 lbs, and was only 14 inches long. Because of her size Paramedics had a difficult, but ultimately successful struggle with intubation and I.V. access. After she was stabilized by the North Tonawanda Fire Department and Twin City Ambulance personnel, she was taken to Women & Children's Hospital of Buffalo and placed into the Neo-natal Intensive Care Unit. Her brother and sister were delivered by emergency C-section at Women & Children's Hospital of Buffalo. All three were placed into the N.I.C.U. and placed on respirators, feeding tubes, and heart monitors.

At 3 days old Grace developed bleeding inside the center of her brain. The pressure created by this bleeding pushed her brain tissue to the inside of her skull. The doctors had classified it as a Grade 3 Intra Ventricular Hemorrhage. Dr. Li, a Neurosurgeon at Women & Children's Hospital of Buffalo met with Grace's parents and explained that because of her brain injury, Grace would face significant developmental delays along with physical disabilities as she grew up. The bleeding had stopped and for the next 3 weeks her head size was monitored. Doctors also found a tiny hole in her heart and luckily were able to treat it with medication to help it to close.

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At 23 days old, Dr. Li had advised that Grace would need brain surgery. As the blood in her brain was absorbed by her body, it blocked the small channels that re-absorb the cerebral-spinal fluid that the body manufactures every day. The fluid had no where to go and was swelling her head. Surgery was needed to relieve the pressure that was building inside her skull. This was done by inserting a McComb Reservoir. This would enable the doctors to remove fluid from her brain and would help prevent her head from growing too fast. Grace had complications during that surgery that resulted in a collapsed lung and pneumonia. Over the next 2 months fluid was tapped from her brain with a hypodermic needle almost every day. Grace's condition improved every day also.

On June 26th, Grace was 12 weeks old and just over 4lbs 5ozs and was ready to come home. She would have to be on monitors to keep track of her breathing and heart rate. The doctors explained that if there were a malfunction of her reservoir, having the monitors would give signs that there were problems. Eventually Grace was able to come off then and was adjusting well to the reservoir.

In July Grace and her triplet brother and sister (Colin & Elizabeth) would start receiving therapy through the Early Childhood Intervention Program at the Robert Warner M.D. Center for Children With Special Needs, formerly known as the Robert Warner Rehab Center. They had 3 therapists that came every week to work with them and their development until they were 3 years old.

When Grace was 7 months old Dr. Li performed another surgery to install a Ventricular Peritoneal shunt. This shunt allows the fluid to go from inside her brain down through narrow tubing under her skin and into her abdominal cavity where it can be re-absorbed. The surgery went fine and he monitors her progress on a yearly basis. Dr. Li is very happy with the results and just how well Grace has been doing each year.

Grace's pediatrician Dr. Nicholas Aquino had been watching Grace grow over the years. He had become concerned with her growth rate and in April 2005 advised her parents to take her to the Endocrinologists at Women & Children's Hospital of Buffalo to be checked for her size, weight, growth rate, and bone density.

Dr. John Buchlis evaluated Grace with many tests and determined that she had growth hormone deficiencies. These deficiencies if untreated would eventually lead to a myriad of additional problems as she gets older. He started her in February 2006 on a hormone medication used to strengthen bones and help increase height and weight. Grace has shown solid improvement and her Doctors are happy with the results so far, and continue to monitor her progress.

Grace is 8 ½ years old, and is a very happy girl. She attends Drake Elementary School and is in 3rd grade. She takes baton lessons. She has been in Brownies for 3 years. Grace likes to dance, play, read, draw, ride her bike, sing, and go camping.

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Grace has accepted her many challenges with a determination to overcome any obstacle that comes her way with enthusiasm. Her personnel strength, along with her positive attitude makes her an example to everyone who knows her. She is truly a miracle walking the earth.

Tom and Vicki would like thank the entire staff at Women & Children's Hospital of Buffalo, the Robert Warner M.D. Center for Children With Special Needs, the North Tonawanda Fire Department, and Twin City Ambulance for saving their children's lives.

With the continued support and caring of the Western New York community, Grace and all of Variety's special children know that they will continue to grow and achieve all their wishes and dreams, today, tomorrow and always.

Look for **GRACE**, and her parents **TOM and VICKI**, as well as her brother **COLIN** and sister **ELIZABETH** to share their story with viewers.

**CLINT HOLMES COMING HOME!!**.....From England to Farnham, New York to the Las Vegas Strip and stages around the world..the 8 time Las Vegas Entertainer of The Year is coming home to help the kids of Variety! Clint Holmes is more than a singer. Like a painter with a blank canvas, he makes every performance an original. His powerful voice and magnetic stage presence embrace the upbeat side of life. When Clint is on stage, anything can happen, and usually does!

Holmes, best known for his silky vocal stylings, has also honed his many other talents, which include dancing and a warm comedic touch. Perhaps Clint picked up that comedy know-how from the ever-popular Bill Cosby, with whom he shared a stage.

"I learned a lot from Don (Rickles) and Bill who were both very generous with me when I opened for them," said Holmes. "They never held me back or limited my time on stage. I particularly learned a jazz comedian riffing style from the two of them."

Holmes comes by his tremendous talent naturally. His father is an African-American jazz musician and his mother is a classically trained Opera singer from Great Britain. Clint admits it was the best of two musical worlds, "My mom taught me how to sing correctly, and my dad taught me how to enjoy it."

Casual elegance describes Clint's presence on stage. He has a magical way of filling a room with a warm, comfortable sound. Clint's musical selections range from contemporary to classic, with jazz and opera thrown into the mix. In addition, he has an energy and passion for life and performing that are infectious.

Having spent more than 20 years performing, Holmes has served as Joan Rivers' sidekick and announcer on "The Late Show," as the musical feature and event correspondent for **Variety Kids Telethon 2008 Release page 6:**

"Entertainment Tonight" and as the host of his own Emmy-award-winning talk/variety show. Holmes freely admits, though, that he loves nothing more than performing before a live audience.

Among his various recordings, Clint had a "Top Ten," smash hit, "Playground In My Mind (My Name Is Michael)."

Named Atlantic City's Entertainer of the Year three times, the multi-talented, charismatic Holmes is an American treasure. He starred in "Clint Holmes' Sophisticated Rhythms," a dynamic stage show journey through music of the 1940's through the present. In an overwhelming success, "Sophisticated Rhythms" played to two sold out performances nightly at the Sands Hotel & Casino in Atlantic City.

In July 1992, Clint was honored to be asked to be the featured performer at the Democratic National Convention at Madison Square Garden on the evening of Bill Clinton's presidential nomination.

To prove he's popular in both camps, he also appeared at The White House performing for President and Mrs. Bush and Vice President and Mrs. Quayle at "The National Literacy Honors" which aired on ABC.

Since moving to Las Vegas, Clint has quickly become a favorite in the Las Vegas community as well as a rising star in the entertainment arena. He was selected as "Best Kept Secret" by Las Vegas Life Magazine, and "Best Singer" (two years in a row), Best All-Around Las Vegas Performer" and "Favorite Male Las Vegas" by the Las Vegas Review-Journal. Additionally, he has been the featured performer and host for the "Best of Las Vegas" Gala for the Las Vegas Review-Journal and host of the "Las Vegas Life Epicurean Awards. Clint was inducted into the Buffalo Musical Hall of Fame and into the Casino Legends Hall of Fame.

He released a DVD of his live performance at the Clint Homes Theater at Harrah's, which debuted nationwide via IN DEMAND on July 7, 2001. In 2006 his PBS special of his Las Vegas Act was aired nationwide. PBS filmed three acts in Las Vegas for airing last year and along with Barry Manilow and Andrea Boccelli, Mr. Holmes, found himself in great company .

In the world of theater Clint is a seasoned performer and writer. Along with Nelson Cole he created the Book, Music and Lyrics for the musical Comfortable Shoes. Clint starred in the World Premiere of this musical at the legendary Papermill Playhouse. The musical had another successful run at the Royal George Theater in Chicago. Clint recently starred as Simon Zealotes in the YouthTheatre America One-Night-Only benefit production of Jesus Christ Superstar with Ted Neeley, Yvonne Elliman, Barry Dennen,. Ben Vereen and Jack Black.

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He has just finished writing his latest musical "Just Another Man" with Larry Moss and Bill Fayne. The World Premiere of this exciting new musical starring Mr. Holmes will be presented by the Nevada Conservatory Theater in May and June at the Judy Bailey Theater at UNLV.

Perhaps what has endeared Clint most to people of Las Vegas is his never-ending spirit of graciousness. In a short time, he has become involved with several worthwhile causes in the community such as Candlelighters, ROB Reachout, Shadetree, St. Jude's, and various cultural events. Following a brief battle with Colon Cancer, he is currently serving as a spokesman for the American Cancer Society, encouraging people over age 50 to have annual colonoscopies. He has also taken a special interest in mentoring many young people interested in becoming entertainers by working closely with the Las Vegas Academy of Performing Arts. In December 2005, he launched the Clint Holmes Foundation for the Performing Arts, which benefits children in art and music programs in the Clark County School District.

Returning to the Variety Kids Telethon for her fourth straight year, is **ILENE GRAFF**. Irene has been a favorite of Variety volunteers and viewers alike when she embraced the Telethon and became "Varietized" in the late 80's and early 90's.

Ilene Graff is a Grammy nominated recording artist best known to audiences as Marsha Owens, the mom on the long running ABC comedy "Mr. Belvedere." She made her professional Broadway debut years earlier in the Neil Simon, Bacharach/David musical hit "Promises Promises," and went on to play Sandy for over two years in the Broadway production of "Grease." Her biggest Broadway triumph was creating the role of Cleo in the Cy Coleman, Michael Stewart musical comedy hit "I Love My Wife," directed by Tony Award winner Gene Saks. She can be heard on the show's Original Cast Album. Other theatre credits include "Charley's Aunt" with Charles Grodin, and an ADA Award winning performance in "You and Me" an original musical composed by her ASCAP Award-winning husband, Ben Lanzarone. She had the thrill of performing the role of Mama Rose in a Los Angeles revival of "Gypsy" as well as entertaining Jerry Herman himself at a performance of "Jerry's Girls." L.A. theatre goers also enjoyed Ilene in three productions of Neil Simon's "I Ought To Be In Pictures."

Ilene currently co-stars in the feature film "Loving Annabelle," directed by Katherine Brooks, which is playing to rave reviews and sold-out houses on the festival circuit. She shared the screen with Rodney Dangerfield in the feature film "Ladybugs," and is very proud to have co-starred in the ABC/Disney movie "South Pacific," working with Academy Award nominee and Tony Award winner Glenn Close and Grammy Award winner Harry Connick, Jr. Her latest film, "My Father," starring young Korean-American superstar Daniel Henney, will soon be available in the US on DVD.

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After recently completing a successful singing engagement at Sterling's Supper Club in Los Angeles, Ilene was invited to share the stage with long-time friend singer-actor John

Gabriel, at New York's Metropolitan Room. Their sold-out show was a huge hit and they look forward to returning there soon.

Ilene is also an author, and her new book, co-written with Michele Gendelman and Donna Rosenstein, "What The Other Mothers Know," published by HarperCollins, is available online and in bookstores everywhere ([www.whattheothermothersknow.com](http://www.whattheothermothersknow.com)).

Ilene is a native New Yorker who met husband Ben Lanzarone while working in the Broadway production of "Grease," where Ben was Musical Director. Ben serves as Ilene's Musical Director, arranger, co-producer and accompanist. Their Grammy-nominated CD, "Baby's Broadway Lullabies" is a collection of beautiful theatre songs arranged especially for sleepytime and is available on her website, [www.ilenegraff.com](http://www.ilenegraff.com). Ilene and Ben are the proud parents of daughter Nikka Graff Lanzarone, a musical theatre performer and graduate of the Boston Conservatory.

Ilene will dazzle and captivate viewers into making those phones ring for Variety's special kids.

From the #1 ABC Daytime soap opera, *General Hospital*, **BRANDON BARASH** comes to the 46th annual Variety Kids Telethon to help the kids of Western New York.

Barash joined the cast of *General Hospital* in October 2007, playing the role of Johnny Zacchara, the brooding, rebellious son of a mob boss who has come to Port Charles to wreak havoc with the town's residents.

A graduate of the acclaimed theater program at the University of Southern California, Barash quickly amassed an impressive list of television credits including: *Tell Me You Love Me*, *NCIS*, *24*, *Gilmore Girls* and *The West Wing*.

Born in St. Louis and raised in California, Barash currently resides in Los Angeles. In his spare time, he likes to acquaint himself with nature, jump out of airplanes and take solo expeditions to Alaska. In addition, he enjoys photography, singing, writing, listening to music and playing the piano and harmonica. Always up for a competitive game of baseball, basketball or racquetball, he can always partake in one of his favorite pastimes— eating great food!

Look for Brandon to sing his heart out for the kids, answer your questions about *General Hospital* during the Telethon on Sunday March 2 and sign autographs during the 3rd Annual Concert with The Stars at the Riviera Theatre, on Saturday March 1, and appear at the Galleria Mall Sunday March 2 from 11:30-1:00

**Variety Kids Telethon 2008 Release page 9:**

From Vegas to Buffalo, **Direct from Vegas The Rat Pack®** comes back for their third starlight year to help the kids of Variety. Most critics consider each performer to be the best in the country and you will hear why. Steve Apple (Dean Martin), Gary Corsello

(Frank Sinatra), and Nicholas Brooks (Sammy Davis, Jr.) return you to the early '60's to re-create the magic.

Here are what just a few have said about this great trio:

The Rat Pack's back with swagger and stagger. The trio's tribute to Frank, Dean and Sammy is an intoxicating evening of nostalgia of the swinging 60's . . . Rat Pack packrats should make reservations immediately." David C. Nichols, Los Angeles Times

"The Rat Pack is a real gas." For two hours, audiences are treated to the closest thing you're going to get to those Sands casino concerts that Frank Sinatra, Dean martin, and Sammy Davis, Jr. gave in 1960, during the time they were shooting the original "Ocean's Eleven" fim. - Daily Breeze

"Mesmerizing deja vue! I was so impressed. I intimately knew the original Rat Pack, and these guys got it down. Fabulous! They have such beautiful voices, and the body movements are so authentic. I was so delighted and moved by their performance. I mean it sincerely." Helen Costa, wife of Don Costa, composer/arranger for Frank Sinatra.

Below is a little bit of what critics have said about each of the performers. Look for **THE RAT PACK** to bring back those magical and memorable memories of years gone by.

**Direct from Vegas The Rat Pack® - GARY CORSELLO AS FRANK SINATRA**

"Corsello's timbre and lyric pointing are precise in their evocation of Ol' Blue Eyes, as are his dialogue readings." Los Angeles Times. "Gary's performance as Frank Sinatra is a winner. He possesses a magic and charisma that lights up the audience. You can see musical greatness in the making." The Las Vegas Review Journal. The Sunday Star-Ledger stated that Gary displays "not only the Sinatra voice, but the body language that went with it." After an extensive cross-country search, Jeff Kutash, veteran Emmy and Golden Globe winner, selected Gary Corsello to portray Frank Sinatra in the long running Atlantic City engagement, "The Main Event." Gary Corsello has performed throughout the world in many theatres and showrooms across the country. His list of performances is extensive. Mr. Corsello portrays the voice of Frank Sinatra in television and radio "Luck Be A Lady" commercials for the Pechanga Casino & Resort

**Direct From Vegas The Rat Pack® – NICHOLAS BROOKS AS SAMMY DAVIS**

**JR.** "Brooks gives an electrifying show combined with smooth sultry vocals" – Las Vegas Sun. Nicholas Brooks is not a newcomer to the theatrical circuit. His theatrical career started at the age of 12. In college, he toured across the U.S. and Europe touring with jazz legends like Wynton Marsalis, Frank Wess, Benny Golson and many more. He

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was awarded the prestigious Down Beat Magazine U.S. and Canada Jazz Vocalist of The Year 2002 award. The Chicago Tribune named Nicholas "one of America's young rising stars," and Fox News says Brooks is "soon to be a household name." With his powerful four-octave range, Brooks has established himself as a dynamic entertainer performing

Sammy Davis, Jr. in theatres across the U.S. and Las Vegas showrooms. “Nicholas is one of our biggest concert draws” – Stardust-Las Vegas. Of his performance..”when he got to “Mr. Bojangles”, I got chills running up and down my spine” - Arts a la Mode. Aaron Neville said “Nicholas Brooks’ performance can be summed up...He’s got the voice!”

**Direct from Vegas The Rat Pack® - STEVE APPLE AS DEAN MARTIN** “The production truly comes alive with the performance of Steve Apple as Dean Martin. He clearly echoes the sound as well as the mannerisms and body language of this superb crooner in his time.” The Las Vegas Sun. Steve Apple has been performing as an actor/singer for over 17 years. Mr. Apple performed as Dean in the first headliner Rat Pack Show to hit the Las Vegas strip. It became the 6th top-rated show during his engagement. According to critics, “Apple’s impersonation of the King of Cool is flawless as he captures the very essence of Dean’s crooning style, vibrato, charisma, and classic good looks. He interacts with the audience with the charm and grace of the master.” The Los Angeles Times stated, “producer Apple has Martin down cold.

His vibrato is straiter-laced, but his tone and physicality are exactly right, and the audience interaction and self-deprecating humor hammer the illusion home.” Mr. Apple has performed internationally for millions in theaters, performing arts centers, and casinos. He has re-enacted Dean Martin for HBO, the History Channel, E Channel and BBC Television. Esquire Magazine chose Apple for their six-page spread on Dean Martin

From *7 News at Noon* the "Guru of Ohhh It's Soo Good," **MR. FOOD** (aka *Art Ginsburg*) makes his annual appearance for the kids. Mr. Food has been appealing to viewers at home to make those important pledges for the children for 17 years and this Telethon is one of only two events nationally that he makes sure that he does each year. Mr. Food will be anchoring the Corporate Match segments of the Telethon. These segments give viewers the chance to double their dollars as generous WNY companies offer to match up to a certain amount. In addition to his work on the day of the Telethon something’s simmering at Salvatore’s Italian Gardens in Lancaster as everyone is invited to “**Lunch with Mr. Food!**” on Saturday March 1st at 11:00am. Your \$30 donation entitles you to lunch, a Mr. Food cookbook, and lots of prizes. You can win big at the Chinese Auction, and get to meet Mr. Food! Get your reservations before they sell out by calling 854-7577.

Hugely popular and beloved by millions, MR. FOOD is an original. He was the first TV chef to promote practical, "anybody can do it" cooking and food preparation solutions, and, after more than 30 years of sharing his unique brand of quick 'n' easy food tips and recipes with viewers across the country, MR. FOOD continues to find fresh ideas for cooking up fun in the kitchen.

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Art Ginsburg developed the MR. FOOD entity that has been a trusted name in media syndication as well as the consumer marketplace for more than a quarter of a century.

With beginnings as a butcher with a flair for theatre, Art's "MR. FOOD story" began with his local television debut in 1975. Before long, MR. FOOD burst onto television screens across the Northeast in his self-syndicated, appealing 90-second food vignette. Rave reviews poured in!

By 1982, King World took notice of MR. FOOD and brought him on as a client. (*King World now syndicates such well-known television shows as "Oprah," "Jeopardy," and "Wheel of Fortune."*) Today, the MR. FOOD vignette is syndicated by CBS/King World to affiliates in more than 130 television markets across the country, including our very own WKBW-TV Channel 7, bringing MR. FOOD into the homes of more than 6 million loyal fans daily.

The broad mass appeal of MR. FOOD led to a cookbook contract with William Morrow & Company in 1989. Now, with a track record of more than 40 MR. FOOD cookbooks, the MR. FOOD group has relationships with publishers HarperCollins, Oxmoor House (a division of AOL Time Warner), and the American Diabetes Association (ADA) — with MR. FOOD diabetes cookbooks ranking among the all-time top-selling ADA consumer books...from *all categories!*

With the television food vignettes and the cookbooks, a true American brand was born. In 1993, MR. FOOD went to QVC, where the increasingly popular brand was responsible for more than 25 million dollars in cookbook sales. As a result of the enormous success and growing credibility of the MR. FOOD brand, the MR. FOOD licensing division was launched in 1995. The MR. FOOD image became synonymously associated with quality product endorsements adhering to the no-nonsense "quick 'n' easy" MR. FOOD philosophy.

The MR. FOOD group now has to its credit a high-profile consumer Web site, [www.mrfood.com](http://www.mrfood.com), offering recipes, information, cookbooks and food-related products adhering to the MR. FOOD no-nonsense food preparation philosophy, in addition to a popular recipe continuity program, produced and distributed by Oxmoor House. The MR. FOOD brand has become well-known to manufacturers and councils desiring to align themselves with a credible, trusted spokesperson who values quality and maintains exceptional standards.

MR. FOOD provides viewers, readers, and fans with the information they need to become heroes in their own kitchens. He knows that busy lifestyles require practical mealtime solutions, and he continues to provide creative ideas and fool-proof, tasty recipes that use only readily available ingredients. Anyone can prepare and enjoy MR. FOOD recipes. That's because MR. FOOD stands for value, great taste, and quick 'n' easy practicality.

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MR. FOOD continues to make people's lives easier today, while introducing the food trends of tomorrow. And with his newest venture, Mr. Food no-fuss Meals, open now in the Northtown Plaza in Amherst, MR. FOOD offers consumers even more convenient opportunities to bring their families to the dinner table.

**TERRY BUCHWALD** returns for his fifth year as a member of the national cast. Terry is a well-known tribute artist and recording artist from Western New York, who has earned the distinction of being named one of the top tribute artists in the United States by the LA Times. Audiences across the nation are astonished by his dynamic voice and striking resemblance to Elvis. By all accounts, Terry has the looks, the moves and the voice of the legendary “King.”

In October of 1991, Terry unexpectedly found himself on stage with a local band, launching what has rapidly grown to be a professionally greater accomplishment that he could have ever imagined.

More than ten thousand scarves later, he has sold over 35,000 CDs and has “opened up” for national acts such as Lee Greenwood, Diamond Rio, Montgomery Gentry, Rick Springfield, Jim Brickman, Sixpence None the Richer, Johnny Rivers, Grassroots and the Charlie Daniels Band, to name a few. Terry has performed for such celebrity functions as: Post Production Party for Disney’s 2005 CBS Elvis Mini-Series; Emmy Award Cast Party for the TV show, Ally McBeal and The Practice in Hollywood, CA; WNY Make a Wish Foundation’s “An Evening With the Stars,” hosted by Kathy Lee Gifford; NYS Governor Pataki’s New Years Eve Ball; Former Buffalo Bills Quarterback, Jim Kelly’s NFL/ESPN Retirement Party; New York City and Boston Marathon post-race parties; Alan Thicke Celebrity Classic; Anheuser-Busch Summer Tour; NFL Superbowl Parties; and NHL All-Star Benefits. These performances have taken Terry to many major cities in

the United States and Canada, including Las Vegas, Los Angeles, Hollywood, New York City and Toronto. He has also performed in countries as far away as Japan, Puerto Rico and Mexico.

Terry’s national television appearances include: the annual Variety Kids Telethon in Buffalo, New York of which he is part of the national cast; Your Big Break, a Dick Clark production; Doc, a PAX TV hit sitcom starring Billy Ray Cyrus; and U’s Place, a Fox 29 children’s show.

Locally, Terry’s concerts and appearances are broadcast frequently on TV stations in upstate New York and western Pennsylvania. Recently he was the subject of a three part ABC Special on Buffalo’s Channel 7 News. He is also a spokesman, guest DJ and entertainer for Buffalo radio stations, Oldies 104, 97 Rock, Star 102 and Kiss 98.5. Frequently, area listeners hear him on commercials and voice-overs.

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Terry takes part in volunteer work, charities, fundraisers and awareness events for organizations such as Variety-The Children's Charity of Buffalo & Western New York; Women and Children's Hospital of Buffalo, Make A Wish Foundation, Children's Miracle Network, United Cerebral Palsy, National Multiple Sclerosis Society, Muscular Dystrophy Association, AIDS Rochester and Hospice.

In the past four years, Terry has recorded four CDs which have hit the shelves of 13 Walmart stores, Sam's Club, Media Play, Borders and Barnes and Noble. He is the first local artist to ever sell CDs in Walmart stores. He has sold 35,000 of his CDs: TCB, Big Hunk 'O Love, Home for Christmas and Good Rockin' then and now. His fans are awaiting the release of his fifth CD.

Look for Terry to do some of his famous Elvis songs and also watch as he performs some pop and soft rock with a little bit of country thrown in. Terry has a heart of gold and will help take care of business for our kids.

Music will be provided by "The Variety Kids Telethon Orchestra" under the direction of **JOHN HASSELBACK**. John and the band have performed at the show for many years.

Back for its third year..."**A Tribute To The Kids...A Special Concert by the Telethon National Cast**" This great concert event will take place at the historic Riviera Theatre in North Tonawanda on Saturday March 1st. The doors open at 6pm, the Mighty Wurlitzer Organ will start playing at 6:30 and the national cast will take the stage at 7pm. This is the third time in the 46 year history of the Telethon that the public can get a chance to see the cast performing in their element. During the telethon viewers only get the chance to see the cast do a song every once in a while. At the Riviera, the cast will perform a show as they would in leading nightclubs and theatres around the world. Tickets are \$15.00 and available at The Riviera Theatre, Budwey's Supermarkets in Buffalo and North

Tonawanda and the Variety Kids Telethon office on Delaware Avenue in Buffalo. For more information, call 854-7577

A **LIVE REMOTE** will take place on Sunday March 2nd from Noon to 3pm in the Galleria Mall on the Lower level in front of Macy's Department Store. Stay tuned to the Telethon for details on who will be appearing so you can "Meet and Greet" the stars! on LIVE TV! Variety volunteers will also be at the mall on Saturday March 1st raising money for this important cause.

**Channel 7** Personalities appearing will be news anchors **KEITH RADFORD, JOANNA PASCERI, MELANIE PRITCHARD, BRIDGET BLYTHE AND PATRICK TANEY** with 7 Weather Meteorologists **MIKE RANDALL, AARON MENTKOWSKI**, and 7 weather anchor **JENNIFER STANONIS**.

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Sports Director **JEFF RUSSO** and Sports Anchor **SHAWN STEPNER** will pitch viewers for their contributions along with **LINDA PELLEGRINO** and **JON SUMMERS** from “AM & PM/Buffalo.”

Other Channel 7 personalities who will be on hand throughout the 21 hour event include **STEVE BARBER, JOHN BORSA, JULIE FINE, GINGER GEOFFREY, LAURA GRAY, KYLA IGOE, SHARON OSORIO, and JENNY RIZZO** along with **NFTA Traffic Reporter DAVE CASH**. From 7 News This Morning.

The Executive Producer of "*The Variety Kids Telethon 2008*" for Variety is **STEVE PODOSEK** and **ED SMITH**. For WKBW-TV it's **JOHN DISCIULLO**, Program, Production, and Community Affairs Manager. He will be joined by “AM & PM/Buffalo Producer **LEA DICENSO**, Director/ Producer **LOU BUCHHEIT**, along with Programming Assistant **LANORA ZIOBROWSKI**.

**JOEL BARONE, RICH LEE, and KEVIN MINDERLER** from Mobile Production produce the special video stories. Longtime veteran crew chief **CHARLIE SMITH** and Assistant Chief Engineer **KEVIN CHUDY**, under the supervision of Chief Engineer **MIKE ANGER** put the show together technically from the engineering and production side working with the NABET crew.

**CHARLIE MIKOLAJCZYK, SHAWN DAVENPORT, and CHARLES QUINNIEY** from the Graphics Department put the look together. The Promotion and Graphic Departments are under the supervision of Senior Promotion Producer **JIM EVANS**.

Every employee of WKBW-TV...including Station and General Sales Manager **MIKE NURSE**, and the entire sales team, along with support from News Director **GLEN HORN**, and the 7 News Team, plus members of news, production, and administration play a role in supporting Variety's Kids.

**SPEIER DISPLAYS** under the direction of **CHARLIE AND CAREY SPEIER** return to put together the set that transforms the Courtyards of the Millennium Airport Hotel Buffalo into a television studio, along with **BOB LOVEJOY** and the crew from **UNISTAGE**.

The Variety Kids Telethon will once again offer the opportunity for viewers to call in and make a donation with their **VISA, MASTERCARD, or AMERICAN EXPRESS** credit card. This guaranteed donation means you could receive premium items from **an autographed copy of Former Buffalo Sabres Defensemen ROB RAY book “Rayzor’s Edge – Rob Ray’s Tough Life on the Ice”, DELTA SONIC, PIZZA HUT, DIPSON THEATRE TICKETS, BUFFALO BISONS, ENTERTAINMENT COUPON BOOKS** and much more based on the amount of your

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donation. Credit card donations can also be made over the internet. See the entire list of premiums online by going to [www.variety.buffnet.net](http://www.variety.buffnet.net)

The Variety Kids is also **online** through partnership with **BUFFNET**. Reach the Variety Kids Telethon at <http://www.variety.buffnet.net> and click on the “*Donate Online*” Graphic.

A great way to catch this years Variety Kids Telethon is right on your computer! Log in to **www.WKBW.com** and you can see the Telethon live in the Video Box on the main page. More and more people use their computers each day for work and fun. The Variety Kids Telethon and Channel 7 want to make it as easy as possible for everyone to see this annual labor of love and lend their support. Donations from as far away as Germany have come in via the web. There are many former Western New Yorkers who remember all the great work that the Teltehon does and they still want to lend their support.

Other fundraising events include the **DELTA SONIC SCENTS FOR THE KIDS** campaign February 1 through March 2<sup>nd</sup>. You can also have a fresh smelling car when you purchase a car freshener from Delta Sonic. \$.50 from each sale goes to the kids! Then from March 2nd through March 28th...**DELTA SONIC’S “SNACKS CARES FOR KIDS”**...when you purchase 20 ounce Pepsi Products, 32 ounce Gatorade Drinks and Mega Size Frito Lay products, Delta Sonic will make a donation for each item sold.

The Variety Kids Telethon is giving away a 2008 Chevrolet Cobalt 2 Door LS, thanks to the generous donation from **GILLOGLY CHEVROLET** on Union Road in West Seneca. Tickets are available at the Walden Galleria Mall on the Lower Level in front of Kaufman’s. Tickets will be available through 3pm on Sunday March 2nd. This fund raiser has 2 great prizes! The winner receives the car and the seller of the winning ticket receives a \$2000.00 Walden Galleria Mall gift certificate! Look for the winner announced during the Telethon

The sale of items at all area supermarkets including **TOPS, QUALITY, JUBILEE, WEGMANS, BUDWEY’S, PARKVIEW SUPERMARKET AND MARKET PLACE FOOD SHOPS mean dollars!** The Food Brokers of WNY are participating once again with donations from various vendors. A full page ad showing their generosity appeared in the Buffalo News on Sunday February 17.

The Buffalo News will continue its annual tradition of **Buffalo News Kids Day** on Tuesday April 29, 2008. Look for representatives from **The Buffalo News** to talk about Kids Day on TV during the Telethon. To date this great sale of special editions of The Buffalo News has raised over **\$3,500,000** since 1983.

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The Telethon is broadcast from the MILLENNIUM AIRPORT HOTEL BUFFALO on Walden Ave. in Cheektowaga under the supervision of **General Manager SCOTT GRANT and his staff**. For information on hotel operations, call (716) 681-2400. This is the 5th year the Telethon will be broadcast from the Courtyards.

The Women's and Children's Hospital of Buffalo is the primary recipient of the funds raised. President **CHERYL KLASS**, along with **ELSIE DAWE**, **SUSAN SPANITZ**, from the Women & Children's Hospital of Buffalo Foundation and **JOHN MOSCATO** and **ERIN KLASS**, Public Relations and Marketing for Children's look forward to telling the story about the place where medical miracles are made every day. Look for unique stories throughout the Telethon event, including the brand new state of the art **Variety Kids Telethon Pharmacy**, updates on the Variety Neo-Natal Intensive Care Unit, the Robert Warner M.D. Center for Children with Special Needs and Early Childhood Program as well as Variety's charities. It was the late Dr. Robert Warner who began this whole television fundraising effort 46 years ago.

Other Western New York media are important in spreading the word about the Variety Kids Telethon. Radio partners like ...WJYE 96.1 with **Joe Chille and Cheryl Hagen**, and other Regent Radio personalities...**Ramblin Lou and the Family** from WXRL...**Bill Lacy and Carol Ann Huber** from Oldies 104 WHTT, **John Zach, Susan Rose, and Randy Bushover** from WBEN NewsRadio 930, **Mike McQueen** from WTSS Star 102.5 FM, **Larry Norton** from 97 Rock...**Shredd & Ragan** from 103.3 The Edge, **Clay Moden** from WYRK 106.5 FM, and **THE MAGIC MAN** from WBLK FM 93.3.

We thank **Bob Hill** from WJYE, New Jack FM92, WBLK, WYRK, and WECK, **Mary Davis** with WWWS, WGR and Kiss 98.5, **Gail Ann Huber** with WEDG, WGRF, WHTT, WMMY and WHLD; **Terry Frank** from WJTN in Jamestown; **David Rowley** from WDOE in Dunkirk; **John Raymond** from WLVL in Lockport; **Fred Haier** from WSPQ in Springville for their help and cooperation in airing their public service shows and talking about the Variety Kids Telethon.

WKBW-TV Channel 7 President and General Manager **BILL RANSOM** is committed to supporting "The Variety Kids Telethon" to benefit The Women and Children's Hospital, the Robert Warner Rehabilitation Programs and other Western New York children charities for many years. Bill and his entire team are ready to say YES to our childrens request to "**HELP US GROW**" during "**The Variety Kids Telethon 2008**"

**Channel 7, Live...Local...Latebreaking....  
and "Helping Our Children Grow"!**

**46th Annual Variety Kids Telethon      Sunday March 2nd, 2008 7am -7pm  
Millennium Airport Hotel Buffalo Courtyard**