

# **News Release**

**FOR IMMEDIATE RELEASE**  
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## **VARIETY'S 46th ANNUAL TELETHON RAISES \$1,303,014**

Variety - The Children's Charity of Buffalo & Western New York, Tent 7 concluded their 46th annual Variety Kids Telethon on Sunday March 2, 2008 with a total of \$1,303,014. The Buffalo Telethon which is the longest locally produced Telethon in the world was chaired by Larry Taber. "We asked Western New York to Help Our Children Grow and once again they answered our call." said Taber. "Their generosity will enable us to continue our mission to help sick, handicapped and underprivileged children".

"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."

The national cast, made up of Las Vegas Superstar and Western New York Native Clint Holmes, 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 entertained viewers throughout the 12 hour Telethon. "From the moment our cast arrived in Buffalo till the moment they left, they gave of themselves in every way possible to help our children grow." said Stephen J. Podosek, Telethon Executive Producer.

A portion of funds raised will go towards the five year commitment for the brand new state of the art Variety Kids Telethon Pharmacy at Women & children's Hospital of Buffalo. "The new pharmacy is total state of the art and will enable the Pharmacy personnel, doctors and nurses to continue to deliver the highest quality care to the children of our area." According to Carol A. McMahon, Chief Barker, Variety-The Children's Charity of Buffalo & Western New York.

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.

If you made a pledge during the annual Telethon on Sunday March 2 organizers

ask that you honor your pledge. Contributions are still being accepted. Those wishing to donate can call 854-7577 or go online to the secure donation site at [www.variety.buffnet.net](http://www.variety.buffnet.net)

Plans are underway for the 47th annual Telethon slated for March 1, 2009.

#### Upcoming Events Include:

Delta Sonic "Snacks Cares For Kids" – Now through March 29 - 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.

Look in your neighborhood Wilson Farms Stores for Strohemann Bread Products that will help Variety's special kids during the month of March. A donation will be made for specific products that consumers purchase.

Everyone is invited to gather at Buffalo Wild Wings, 3035 Niagara Falls Boulevard in Amherst for lunch, dinner or a snack. 15% of all food purchases will be donated to the Variety Kids Telethon that is accompanied by a Telethon Certificate. Certificates are available by going online to [www.variety.buffnet.net](http://www.variety.buffnet.net) and clicking the Special Events Tab and going to the Buffalo Wild Wings page.

Armed Forces Spaghetti Dinner – Sunday April 13 – Troop I Post – Franklin Street in Downtown Buffalo. Tickets are \$7.00 for adults, Children 6-10 \$3.00 and children 5 and under are Free. Tickets can be purchased by calling Variety at 854-7577

Hearts and Helping Hands Dance – Saturday April 26 at the Matthew Glab Post in Lackawanna. The event features Terry Buchwald. Tickets can be purchased by calling Variety at 854-7577

Look for Variety during America's Fair at the Hamburg Fairgrounds in August, 3<sup>rd</sup> annual Buffalo's Biggest Halloween Bash at the Central Terminal, the 17<sup>th</sup> annual House of Horrors and Haunted Catacombs, the 7<sup>th</sup> annual Celebrate America event at Southgate Plaza and the Springtime and Christmas In The Country events and many more.

For more information on the above listed events and future events, you can call Variety at 854-7577 or go to [www.variety.buffnet.net](http://www.variety.buffnet.net)