



# Variety - Buffalo wins Variety International Silver Heart Award

Variety Tent 7-The Children's Charity of Buffalo and Western New York received the Variety International Silver Heart Award at the Variety International Convention held May 1st through 6th in London, England. This indicates Tent 7 as the second most successful Variety Tent in the entire world. Variety International is comprised of 43 individual Tents, including 23 in the United States, seven in Australia, five in Canada, and eight others worldwide. Together with the Silver Heart Award comes a gift of \$10,000 from Variety International.

The award is based on consistency and growth in various financial categories, and on innovation and convention presentation. Variety International also praised Tent 7 for the many year-round fundraising projects it runs, culminating in the Annual Variety Kids Telethon. Foremost of these projects is Buffalo News Kids Day which incorporates support from news management it's employees and the unions, plus thousands of volunteers from all over Western New York selling papers on street corners, and the community who supports the project by purchasing a paper from these volunteers at a dollar a copy.

What makes the Silver Heart Award particularly special is that 2009 marks Tent 7's 75th Anniversary. Started back in 1934 primarily through theatre owners, Tent 7 has raised in excess of \$40 million for Women and Children's Hospital of Buffalo, the Robert Warner MD Center for Children with Special Needs, and many other agencies serving sick, handicapped, and underprivileged children.