



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: STEPHEN J. PODOSEK

MARCH 6, 2011

(O) 854-7577

49th Annual Variety Kids Telethon raises \$1,201,317

Good things were happening all during the 49th annual Variety Kids Telethon on Sunday March 6, 2011 concluding with a total of \$1,201,317. The Variety Kids Telethon in Buffalo is the longest locally produced Telethon in the world and was chaired by Patricia Somogye and Honorary Chairpersons Joseph and Paula Salvatore. "We are so happy that the community joined with us to Make Good Things Happen for our kids. All throughout the 12 hour broadcast, our phones were busy and people were giving. Everyone connected with our organization is very happy."

"The generosity of Western New Yorkers is always there when it comes to our children." according to Richard Goldstein, Executive Director. "Our Corporate Match program is so important. We appreciate the companies that stand up for the kids so that the viewers are able to get their donations doubled thanks to our Corporate match partners. We enhanced our Credit Card program this year and our donors appreciated that. We appreciate all the people who have contributed to the overall effort and prior events to the Telethon which help the kids."

The national cast, made up of Las Vegas Superstar and Farnham, NY native Clint Holmes, Brandon Barash also known as Johnny Zacchara from ABC's General Hospital, Natalie Hall, Colby Chandler from ABC's All My Children, WNY's Terry Buchwald, Mr. Food, singer and actress Ilene Graff, TNA wrestler Matt Morgan and the Pop/Rock group More Than Me entertained the viewers throughout the 12 hour Telethon. "This years cast worked very well together and all were so very talented. We thank all of them for their contributions to help this Telethon be the success that it is." said Stephen J. Podosek, Telethon Executive Producer. "One of our most special moment this year was when Moving Miracles dancer Cammie Stamp performed a dance that she choreographed by herself to the song Angels Among Us. Cammie, who has Cerebral Palsy said that she dances because it gives her freedom and independence from her Cerebral Palsy."

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, various Boys & Girls Clubs, and the Franciscan Center among other Western New York children charities.

The 50th annual Variety Kids Telethon will be held Sunday March 25, 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

-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