



## **MEDIA RELEASE**

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### **Variety and 3AW delivering smiles again**

Variety, the children's charity, will team up with 3AW and its listeners tomorrow for the annual 3AW Variety Radiothon.

Now in its eighth year, the fundraising event is growing from strength to strength as radio listeners open their hearts and wallets to assist in delivering disadvantaged children the gift of a bike and a helmet just in time for Christmas.

The event's fundraising records were smashed last year when people pledged in excess of \$340,000 during the 3AW Radiothon, assisting Variety to hand out a total of 1667 bikes to Victorian children.

Variety CEO Norm Hutton said he was thrilled with the community support that was continually shown for the event.

"I'm constantly overwhelmed with the scale of the annual bike presentations and by people's generosity who donate their time and money to give to the children," Mr Hutton said.

People who pledge funds are also invited to come along and meet the children at the bike presentations that are held at various locations around Victoria throughout the year.

Ella is one of many children affected by Victoria's Black Saturday bushfires that received a bike as a result of the initiative.

"Dear Variety, thank you for my new bike, I love it," she wrote in a letter to the children's charity.

A teacher from Chum Creek Primary also expressed her gratitude.

"Thank you for putting a smile back on the children's faces."

The 2009 Radiothon will be held tomorrow (Thursday 23 July) from midday to midnight. Donors can tune into 3AW (693AM) and call the telephone room on 1300 880 282 to make a donation on the day.

To find out how you can volunteer with Variety and help change the lives of Special Needs Children, visit: [www.varietylvic.org.au/volunteering](http://www.varietylvic.org.au/volunteering)

#### **Further information:**

**Variety, the children's charity – (03) 8698 3900 or visit: [www.varietylvic.org.au](http://www.varietylvic.org.au)**

#### **Media enquiries:**

**Sandman PR – (03) 9863 7707 or visit [www.sandmanpr.com.au](http://www.sandmanpr.com.au) for media releases and hi-res images**