



MEDIA RELEASE

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3AW Variety Radiothon breaks another record!

The seventh annual 3AW Variety Radiothon, held this week, was a huge success with listeners pledging around \$342,000 for the children's charity during the 18-hour, on-air event.

Once again, the fundraising event smashed its previous record as radio listeners opened their hearts and wallets to assist in delivering disadvantaged children the gift of a bike and a helmet just in time for Christmas.

Last year, donors raised \$300,000 enabling Variety to hand out 1500 bikes to Victorian children. This year, another 1677 children will receive bikes at Variety bike presentations, which are held at various locations across the state.

Variety CEO Norm Hutton said he was thrilled with the continued community support for the 3AW Variety Radiothon.

"Once again, I have been blown away by the generosity shown by 3AW and its listeners and would like to extend an enormous thank you to everyone who donated their time and money to give to the children," Mr Hutton said.

"Every year, I'm overwhelmed with the scale of the growing bike presentations and urge all donors to come along and meet the children."

To find out how you can volunteer with Variety and help change the lives of Special Needs Children, visit: www.varietyvic.org.au/volunteering

Further information:

Variety, the children's charity – (03) 8698 3900 or visit: www.varietyvic.org.au

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