



FOR IMMEDIATE RELEASE

**Variety- the Children’s Charity of Eastern Iowa Announces Robyn Rieckhoff
New Executive Director and Seven Board Members**

CEDAR RAPIDS, IA (October 29, 2019) - Variety - the Children’s Charity of Eastern Iowa has tabbed veteran community leader, Robyn Rieckhoff to lead Variety’s Eastern Iowa team. Rieckhoff was previously executive director of Cedar Rapid’s Freedom Festival and was responsible for building a brighter future for historic Cedar Rapids as the executive director of the Czech Village/Bohemia Main Street. Rieckhoff obtained grants and worked to bring new businesses and cultural opportunities to the Cedar Rapids area.

“We are excited to have Robyn join the Variety team. Her track record of success in leadership positions overseeing operations and programs and donor relationships will be a huge asset for our organization,” said Sheri McMichael, Executive Director of Variety – the Children’s Charity of Iowa. “Robyn promises to bring a fresh vision and a heightened degree of energy to Variety. We’re looking forward to her leadership in engaging our partners and communities across eastern Iowa.”

Rieckhoff is responsible for executing the strategic plan of Variety. She is the chief fundraiser, works with Eastern Iowa’s Board of Directors and will fulfill the organizations mission. As ED, Robyn will be active and visible in the community and work closely with other professional, civic and Variety partner organizations.

Variety is pleased to announce the addition of new board members to Variety’s eastern Iowa Board of Directors:

- Sarah Ruen Blanchard, Alliant Energy
- Nicole Bryant, HyVee Iowa City
- Erika Elles, Cargill
- Joe Karasek, ImOn
- Tanner Marshall, Professional Office Services (POS)
- Jeff Ulferts, Principal Financial Group
- Stephanie Wunder, Wells Fargo

A complete list of Variety board members can be found by visiting, <http://www.varietyiowa.com/board.php>.

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About Variety – the Children’s Charity of Iowa

Variety is dedicated to improving the lives of underprivileged, at-risk and special needs children throughout Iowa. Funding is provided to programs and initiatives that directly impact the well-being of children in our community. For more information on how you can be a part of our work, please visit www.varietyiowa.com.

<Image Attached – Robyn Rieckhoff>

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