



## **FOR IMMEDIATE RELEASE**

### **Variety – the Children’s Charity Raises Over \$33,000 for Two Days of Compassion in Eastern Iowa to Support Families with Critically Ill Children**

CEDAR RAPIDS, IA – (Jan. 23, 2020) -- Variety - the Children’s Charity raised over \$33,000 in eastern Iowa during Two Days of Compassion radiothon. Variety’s Compassion Fund steps in to provide comfort, care and help fulfill immediate needs and alleviates some of the stress and financial burden a family faces while their child is hospitalized.

“To raise a child with a serious illness or disability costs a family four to five times the cost of a child not living with one or more of these conditions,” said Robyn Rieckroff, Eastern Iowa Director of Variety – the Children’s Charity. “Through Variety, donations can change the life of a child and their family by helping fund key equipment and services to lessen the financial burden and provide every child with equality and a limitless future.”

Dollars raised support families whose children are hospitalized at Unity Point St. Luke’s and Mercy Medical Center through Variety’s Compassion Fund. Social workers at Unity Point St. Luke’s and Mercy Medical Center believe families that receive even the smallest amount of financial help get an emotional boost that lasts for days or weeks. Just knowing that others care about their problems gives strength to their determination to find the light at the end of the tunnel.

Variety’s Compassion Fund fulfills family’s immediate needs such as; a gas card for travel to appointments, meals for a parent who spends weeks at the hospital, payment of immediate bills such as phone, heat or electricity and care for siblings when parents need to stay with their ill child.

Two Days of Compassion was held on December 10-11, 2019 in conjunction with media partners, KCRG-TV and KMRV Radio.

For over 45 years, Variety has raised over \$115 million to help charities across Iowa by providing special equipment, programming and capital projects for children and families. Variety is dedicated to improving the lives of children underprivileged and special needs throughout Iowa.

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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](http://www.varietyiowa.com).

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