



FOR IMMEDIATE RELEASE

Variety Raises \$4 Million for Children of Iowa

DES MOINES, IA – (Monday, March 2, 2020) –Variety – the Children’s Charity raised \$4,084,646 to support and improve the lives of underprivileged, at-risk and special needs children throughout Iowa. Funds raised throughout the year provide programs and initiatives through grants to Variety charity partners throughout Iowa.

“On behalf of Variety, thank you to all our donors who shared and gave from their hearts to our pinnacle fundraiser, Variety Telethon,” said Susan Hatten, president of Variety Iowa’s Board of Directors. “Over \$4 million was raised this weekend, for our Iowa children! Through strategic partnerships with our community-based organizations, Variety will continue to provide programs for children, so they can do what they do best to support families with special needs and at-risk children.”

Variety’s 46th annual Telethon was aired LIVE on We Are Iowa – Local 5 from Saturday evening, February 29 through Sunday, March 1. Variety would like to thank all the donors, cast, volunteers and staff who gave their time and commitment to the telethon.

Sheri McMichael, executive director of Variety Iowa said, “Variety volunteers have raised millions of dollars from charitable donors throughout Iowa. So many supported this great event from our performers, local media personalities to community leaders, all in an effort to maximize real, long-term positive impact for children. The real stars of the Variety Telethon are the children and their families who show how vital the funds are to support programs, equipment and services to enhance their lives.”

Through the generosity of communities across the state of Iowa, Variety is able to provide funds for mobility-focused programs that offer Variety vans for organizations, bikes, helmets and locks to children who have never enjoyed their own bike, and specialized bikes and equipment for children with special needs. In addition to giving children freedom to explore with bikes, we believe that all children should have the opportunity to experience a playground, so we are working to provide communities inclusive playgrounds for children with and without special needs.

Contributions can still be made by visiting varietyiowa.com/telethon.

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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.

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