



Variety – the Children’s Charity of Iowa to celebrate its 47th Annual Telethon virtually

DES MOINES, Iowa (Feb. 25, 2020) — For the first time since 1975, Variety – the Children’s Charity is broadcasting its 47th Annual Telethon virtually. The Variety Telethon will air on Local 5 and CW Iowa 23 on Saturday, March 6 from 7-8 p.m. For those with Mediacom who don’t have access to Local 5, the show can be watched on weareiowa.com.

Leading up to the Variety Telethon, central Iowans can tune in to Local 5 and CW Iowa 23 during the week of March 1 to learn about Variety’s impact in the community and the entire state of Iowa.

“While we certainly miss hosting our Telethon in person, we are grateful to continue Variety’s vital tradition of celebrating the children of Iowa and thanking Variety’s generous supporters,” said Sheri McMichael, executive director of Variety. “The past year has been different for many of us, but one thing that remains the same is Variety’s eagerness and dedication to caring for Iowa’s children.”

The Variety Telethon will highlight Variety’s committed donors and community members who remain dedicated to Variety’s mission of caring for children as well as the families and nonprofit children’s organizations that benefit from Variety’s support.

Even though the Telethon will be virtual this year, hundreds of individual and corporate volunteers are still committed to raising money for Iowa’s children. These volunteers are the backbone of the Variety Telethon’s fundraising efforts and consistently raise more than \$1 million annually by collecting donations both large and small.

Contributions can be made before, during and after the Variety Telethon by visiting varietyiowa.com/telethon, or by calling 515-243-GIVE.

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About Variety – the Children’s Charity

Variety is dedicated to improving the lives of children who are underprivileged, at-risk, critically ill and living with special needs 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 part of our work, please visit varietyiowa.com.

Media Contact

Carly Severson, Public Relations Specialist

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515-243-4660, carly@varietyiowa.com