



FOR IMMEDIATE RELEASE: May 19, 2021

MEDIA CONTACT: Sheri McMichael
Executive Director, Variety
515.243.4660, sheri@varietyiowa.com

**Variety – the Children’s Charity announces Carissa Johnson as
new Eastern Iowa Director**

Cedar Rapids, Iowa (May 19, 2021) – Variety – the Children’s Charity has tabbed community leader Carissa Johnson to lead Variety’s eastern Iowa team. Johnson was previously executive director of Cedar Rapid’s Freedom Festival and was responsible for leading the event planning and marketing efforts at the organization. Johnson worked to obtain grants and bring new businesses and cultural opportunities to the Cedar Rapids area.

“We are excited to have Carissa join the Variety team and lead our efforts in eastern Iowa,” said Sheri McMichael, Executive Director of Variety – the Children’s Charity. “Carissa promises to bring a fresh vision and a heightened degree of energy to Variety. We look forward to her leadership in engaging our partners and communities throughout eastern Iowa.”

Johnson will be responsible for the overall fundraising and community engagement efforts for Variety in eastern Iowa. As Eastern Iowa Director, she will work with the Eastern Iowa Board of Directors and state office staff to fulfill Variety’s mission. Johnson will be active and visible in the community and work with other professional, civic and Variety partner organizations.

“Carissa has a proven track record of success and we look forward to seeing the growth she will bring to Variety in eastern Iowa,” said Chris Neal, President of Variety’s Eastern Iowa Board of Directors. “Her arrival to the Variety team underscores our commitment to strengthening our programs and partnerships in the eastern Iowa region, and we are confident she will work diligently to fulfill Variety’s mission of improving the lives of children.”

Variety’s eastern Iowa office is located at 809 N. Compton Dr. in Hiawatha, Iowa. Johnson can be reached at carissa@varietyiowa.com or 319-440-8097.

About Variety – the Children’s Charity of Iowa

Variety is dedicated to improving the lives of children who are underprivileged, at-risk, critically ill or 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.

<Image Attached – Carissa Johnson>