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For Immediate Release

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Round up at your local Hy-Vee to support Variety – the Children’s Charity

Hy-Vee is partnering with Variety - the Children’s Charity to once again conduct a round up at the register campaign to raise funds to help children who are at-risk, underprivileged, critically ill, or living with special needs.

Customers will have the opportunity to round up to the next dollar from January 29 – February 12 to help fund Variety’s mission. Dollars raised through the Round Up will provide mobility equipment to children living with special needs, as well as fund and deliver effective programs and grants to care for children who are underprivileged, at-risk, critically ill, or living with special needs.

Variety works with physical therapists to identify children who would greatly benefit from a specialized bicycle or other piece of adaptive mobility equipment, such as gait trainers, mobile standers, and more. Additionally, the funds raised through the Hy-Vee Round Up will help Variety provide grants to nonprofit organizations serving children, as well as vans to help transport children to programming activities.

“Variety is one of Hy-Vee’s longest-standing charitable partners. Since 1983, Hy-Vee has raised nearly \$20 million for Variety to improve the lives of children across Iowa. Hy-Vee has demonstrated its commitment to Variety by volunteering at annual Variety telethon events, leading local and companywide fundraisers, donating food and supplies to children and families, sponsoring events – and more. At Hy-Vee, we believe in giving back to our communities and being leaders in corporate citizenship. For nearly 40 years, Hy-Vee has taken comfort knowing that every dollar raised for Variety will help create brighter futures for children across the state and uplift families in our communities.” -Kevin Sherlock, Chief Operating Officer, Hy-Vee, Board of Directors, Variety – the Children’s Charity of Iowa

“We are grateful to once again partner with Hy-Vee to help Iowa’s children! Hy-Vee continually goes above and beyond to help the community, and this campaign is a great example of their commitment to helping children in need. The Hy-Vee Round Up will help generate dollars that will allow Variety to make an impact throughout the entire state.” - Sheri McMichael, Executive Director of Variety – the Children’s Charity of Iowa

About Variety: Variety – the Children’s Charity is dedicated to improving the lives of children who are at risk, underprivileged, critically ill or living with special needs. 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 VarietyIowa.com.

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