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For Immediate Release

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43rd Annual Variety Telethon March 4 and 5

Local, national and international personalities come together at Variety – the Children’s Charity’s 43rd Annual Telethon Saturday, March 4 and Sunday, March 5 for a shared cause; improving the lives of children in Iowa.

Variety Telethon is an entertainment showcase that serves as Variety’s largest fundraiser. The Telethon also allows Variety to highlight the children, [programs](#) and organizations that benefit from Variety’s support. In addition to cast performances, Variety hosts specialized bike presentations and interviews organizations that receive Variety grants.

The Variety Telethon is broadcast live on Local 5 We Are Iowa from Community Choice Credit Union Convention Center in downtown Des Moines from 7:00 p.m. to Midnight on Saturday, March 4 and 7:00 a.m. to 6:00 p.m. on Sunday, March 5. The public is invited to stop by and see the talent showcase live and meet the [cast](#). Craft activities for kids will also be available.

Contributions can be made before, during and after the telethon by visiting varietyiowa.com/telethon or calling 844-414-KIDS (5437).

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 varietyiowa.com

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Editor’s Note: Final Telethon “Toteboard” numbers will be available at 6:15 p.m. Sunday, March 5. Please contact Megan at 515.991.0090 (cell) or megan@varietyiowa.com for the final amount raised and a “Toteboard Total” photo.

variety the children’s charity of iowa

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