



Variety -the Children's Charity of the Desert
42600 Cook Street | Suite 131 | Palm Desert | CA | 92211
760-773-9800 | www.varietyofthedesert.org

NEWS RELEASE ****OPEN TO THE PUBLIC -- MEDIA INVITED TO ATTEND ****
For Immediate Release

Variety –the Children's Charity of the Desert has said 'let's make a record-breaker together by making a Pledge to Care for Kids today for November 7 & 8, 2017- 22nd KPLM Variety Cares for Kids Radiothon.

October 20th, 2017 -Palm Desert | Since 1995 over 6,000 bikes have been presented to Coachella Valley children from Variety –the Children's Charity of the Desert. On November 7 & 8, KPLM Big106 is set to broadcast live the 22nd KPLM Variety Cares for Kids Radiothon to raise pledges for bikes and helmets to be presented to deserving Coachella Valley children. Area schools will nominate students based on their need and those who have shown good citizenship, exceptional effort, sportsmanship and respect for self, family, teachers and community. Students who are selected will be presented with their bikes and helmets December 10th, 2017, at Palm Springs Motors. Technicians and employees from Palm Springs Motors assemble the bikes, as they have done for the Variety for many years. Many of the people who pledge funds during the radiothon join in the celebration and help present the bikes to the kids.

This year, we are asking donors to pledge before and during the Radiothon for adaptive bikes for our special needs children. Each bike is customized for the child's disabilities. It's very important not only for exercise, but for these children to have the feeling of inclusion too. \$1,000 will buy a customized bike for one of these lucky kids!

Variety – the Children's Charity of the Desert wants to make 2017 a record breaking year for raising funds and has released early pledge opportunities that can be made today and the next several weeks prior to November's event. The levels of participation for recognition during the Radiothon are: \$5,000 Donation: Phone Bank or Tote Board - on-air recognition entire event; \$2,000 Donation: Drive Time Hour - present 10 bikes and helmets. \$1,000 Donation: 1-hour on-air recognition - present 5 bikes and helmets; \$500 Donation: Bike Give Away Sponsor - present 3 bikes and helmets; \$200 Donation: on-air recognition - present one bike and helmet. For more information on Variety - the Children's Charity of the Desert please call 760-773-9800. Please send your donation prior to October 27th, 2017 for on-air recognition of your community spirit and support of Coachella Valley children. Checks can be mailed to Variety - the Children's Charity of the Desert | 42600 Cook Street | Suite 131 | Palm Desert | CA | 92211 or credit card payments on www.varietyofthedesert.org

ABOUT VARIETY OF THE DESERT: Variety the Children's Charity of the Desert is a 501 (c) 3 organization which is dedicated to promoting and protecting the health and well-being of underprivileged and special needs children in the Coachella Valley. All programs and funds benefit local children and families. Variety the Children's Charity has been known for its international influence since its creation in 1928. Since 1987, Variety has donated over forty 12-passenger Ford vans to Angel View, Boys & Girls Clubs and Family YMCA of the Desert. The vans provide transportation for disadvantaged children to and from school and sports programs. Over 6,000 bikes have been presented to Coachella Valley children, including specially adapted mobility bikes for kids with mental and physical disabilities.

Variety the Children's Charity of the Desert – Tent 66 | 42600 Cook Street | Suite 131 | Palm Desert | CA | 92211. For more information about Variety programs or events, please call 760-773-9800 or visit their website at <http://www.varietyofthedesert.org>