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**VARIETY THE CHILDREN'S CHARITY OF ST. LOUIS ANNOUNCES
TWO-TIME GRAMMY AWARD WINNER PATTI LABELLE AS HEADLINER FOR
2011 DINNER WITH THE STARS ANNUAL FUNDRAISER**

***Variety to randomly give away two free Dinner with the Stars tickets to one Facebook fan
upon receiving 3,000 "likes" on social networking site***

***Black-tie event to take place at Chase Park Plaza Khorassan Ballroom
on Saturday, May 7, 2011***

ST. LOUIS (November 9, 2010) – Two-time Grammy Award winner Patti LaBelle has been revealed as the headliner for the 2011 Dinner with the Stars gala, the signature black-tie fundraiser for Variety the Children's Charity of St. Louis. As the culmination of Variety Week, the event will take place the evening of Saturday, May 7, 2011, in the Khorassan Ballroom of the Chase Park Plaza, and is expected to raise more than \$1 million to help local children with physical and mental disabilities. Tickets for the event will be available via the Variety website at www.varietystl.org beginning in January 2011.

New this year, Variety is thanking its Facebook fan base with an opportunity to receive two *free* tickets to Dinner with the Stars. If Variety reaches 3,000 "likes" on Facebook by the kickoff of Variety Week (marked by the beginning of the Variety Parade in Downtown St. Louis on Saturday, April 30, 2011), Variety will randomly select one fan to receive two tickets to the event, a \$1,000 value. As of this morning, the organization needs just over 1,700 more "likes" in the next six months to reach the 3,000 mark. Facebook users are eligible by visiting www.facebook.com/varietystl and "liking" Variety the Children's Charity of St. Louis.

"Dinner with the Stars is annually St. Louis' premier charity gala and 2011 will be no different with musical legend Patti LaBelle gracing the Variety stage with her talent," said Jan Albus, executive director of Variety the Children's Charity of St. Louis. "This year we want to thank our most loyal supporters on Facebook for their dedication to Variety's cause by offering them an exclusive opportunity to see Patti LaBelle at the Chase Park Plaza, while celebrating the impact Variety has made in the St. Louis community."

The announcement of Patti LaBelle as the 2011 Dinner with the Stars headliner was made earlier today by Steve Schankman, president of Contemporary Productions, at Variety's annual Allocations Luncheon, during which time former Cardinals catcher Mike Matheny was honored as the organization's 2010 "Champion for Kids" and \$614,525 – including three Sunshine Coach Vans – was allocated across 81 partner agencies.

About Variety the Children's Charity of St. Louis

For more than 75 years, **Variety the Children's Charity of St. Louis** has helped thousands of children with disabilities say "I can" by providing them with vital medical equipment, as well as educational, therapeutic and recreational programs such as the annual Variety Adventure Camp and Children's Theatre. An international leader in fundraising, Variety the Children's Charity also distributes grants to more than 80 qualified agencies throughout the St. Louis area to fund programs and/or services that directly impact the lives of children with physical and mental disabilities. For more information on Variety, including upcoming events and volunteer opportunities, visit www.varietystl.org.

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