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**VARIETY WEEK 2011 RAISES \$3.35 MILLION FOR ST. LOUIS CHILDREN
WITH PHYSICAL AND MENTAL DISABILITIES**

***Dinner with the Stars Gala Breaks Record, Raises \$1.26 Million for
Variety the Children's Charity of St. Louis***

ST. LOUIS (May 11, 2011) – Thanks in part to a record-breaking Dinner with the Stars gala last weekend, Variety Week 2011 – the pillar fundraising and awareness campaign for Variety the Children's Charity of St. Louis – raised \$3,349,591 to help local children with physical and mental disabilities. Every dollar will stay in St. Louis to purchase vital medical equipment and fund specialized programs for the more than 14,500 families served by Variety each year.

“The St. Louis community has always been supportive of Variety, but given the economy and recent natural disasters that have hit the region, the generosity showcased this past week is especially fulfilling, on both a personal and professional level,” said Jan Albus, executive director of Variety the Children's Charity of St. Louis.

Variety Week 2011 kicked off with the Variety Parade and Runway Lights Fashion Show on Saturday, April 30. The organization's first FOX 2 / News 11 Call-A-Thon for Kids then took place on Tuesday, May 3, followed by Imo's for Kids Day on Wednesday, May 4. Young professionals partied the night away on Friday, May 6, at the annual Night of the Rising Stars, with the week culminating on Saturday, May 7, at the 45th annual Dinner with the Stars gala.

Featuring two-time Grammy Award winner Patti LaBelle as the headliner and broadcaster Joe Buck as emcee, Dinner with the Stars raised a record-breaking \$1,261,925, surpassing the record set last year by more than \$230,000. Upon seeing the story of a Variety child, Alex, who received a prosthetic leg from Variety to help in his battle against cancer, special equipment pledges from the audience alone garnered \$337,125, exceeding Variety's goal of \$250,000 by nearly 35 percent.

“Variety awareness was at an all-time high this year, thanks to the cooperation of our corporate sponsors and the enthusiasm of our media partners,” said Albus. “As we look ahead to our 80th anniversary in 2012, we are confident that we can create a better St. Louis for children with disabilities and, in doing so, help better this community for generations to come.”

Variety Week 2011 sponsors are as follows:

- “Variety Club” Level Partners: Bank of America, Edward Jones, Emerson, Imo’s Pizza, Purina and World Wide Technology
- Major Partners: Ameren, Centene Charitable Foundation, The Chase Park Plaza, Express Scripts and Wehrenberg Theatres
- Supporting Partners: American Airlines, Boeing, Enterprise, Schnucks and Switch
- Media Partners: Clear Channel Radio, KTVI FOX 2, KPLR News 11, Momentum Worldwide, and the St. Louis Post-Dispatch

About Variety the Children’s Charity of St. Louis

For nearly 80 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 Adventure Camp and Variety Children’s Theatre. An international leader in fundraising, Variety the Children’s Charity and supports select programs of more than 80 qualified partner agencies throughout the St. Louis area to provide services that directly impact the lives of children with physical and mental disabilities. David Steward, chairman and founder of World Wide Technology, Inc., is the organization’s president. For more information on Variety, including upcoming events and volunteer opportunities, visit www.varietystl.org.

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