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FOR IMMEDIATE RELEASE

**ST. LOUIS-AREA WHITE CASTLE RESTAURANTS RAISE \$26,677 FOR
VARIETY THE CHILDREN'S CHARITY**

***1,030 Team Members across 39 restaurants combine forces to sell
1,668 Variety Gold Heart Pins and 21,653 Paper Hearts to help local children
with physical and mental disabilities***

ST. LOUIS (Nov. 3, 2010) – In just over a month, White Castle restaurants across the St. Louis metropolitan area have raised \$26,677 to benefit Variety the Children's Charity of St. Louis, all through the sale of Variety Gold Heart Pins and Paper Hearts at White Castle counters and drive-thrus.

Across 37 White Castle restaurants area-wide, approximately 1,030 team members pitched in to sell 1,668 Variety Gold Heart Pins featuring the lovable face of Kermit the Frog for \$3 each, as well as 21,653 Paper Hearts for \$1 each. Individual restaurants were rewarded weekly for their fundraising efforts through incentives donated by the St. Louis Blues, Cardinals and Rams.

"White Castle has been a strong advocate for autism awareness and education for many years, making them an ideal partner for Variety, which funds agencies such as the Center for Autism Education, Illinois Center for Autism and Touchpoint Autism Services," said Jan Albus, executive director of Variety the Children's Charity of St. Louis. "It is so important that our partners are passionate about the families we serve, a passion that is plainly evident by the \$26,677 raised by White Castle employees to help local children with physical and mental disabilities."

The 2011 Variety Gold Heart Pin will feature Yogi Bear in celebration of Warner Brothers 3D release of "Yogi Bear," in early December, featuring the voices of Dan Aykroyd as Yogi Bear and Justin Timberlake as Boo Boo.

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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