



## Media Release

For Immediate Release  
30 November 2009

### **Thank You Queensland** **Variety Friday raises \$31,292 for special kids**

Queensland businesses and residents listened to Variety Queensland's call for support for local children with special needs through the inaugural **Variety Friday** appeal on Friday 27<sup>th</sup> November, 2009 and raised a total \$31,292.05.

Macquarie Southern Cross Media pledged their support for the appeal dedicating 15 of their radio stations across regional Queensland to Variety with on-air promotion from 6am – 6pm.

Macquarie Southern Cross Media Group General Manager - Queensland, David Langsford said the group were delighted to commit their support to Variety, the children's charity in a special way that would truly meet the needs of local sick, disabled or disadvantaged children.

"We want to extend our thanks to our radio listeners who joined our call to support local children that desperately need specialised equipment to help meet their daily challenges. It was great result", said Mr Langsford.

Celebrities including Barry Crocker, Layne Beachley, James Blundell and Justin Hodges together with many local Mayors' all joined the call to donate on Variety Friday for this special cause.

"I have seen the great work of Variety. Whether people contributed \$10 through to thousands the gifts from the community all make an amazing impact for these special children in need, whatever the size...it added up to an terrific outcome I am delighted to be part of", said Mr Crocker.

Variety Queensland Chief Executive Officer, Mr Les Riley said if you didn't get a chance to donate on Friday there is still time and plenty of need yet to fulfil.

"On the Gold Coast alone we still need to raise over \$20,000 for local children needing wheelchairs, adaptive technology for communicating, posture stands and many other items that will transform the life of local disabled children. It is a wonderful gesture especially at Christmas", said Mr Riley

"Please call Variety Queensland on (07) 3367 6999 or donate online on [www.varietycld.org.au](http://www.varietycld.org.au)", Mr Riley added.

**Ends**

**For further information contact or to arrange a photo shoot with a local child and station personalities:**

- Carly Quinn, Public Relations Manager - 0407 254 612
- Tanya Hundloe, Variety Friday Coordinator – 07 3367 6999

variety the children's charity

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