



VARIETY - THE CHILDREN'S CHARITY OF BUFFALO & WESTERN NEW YORK/TENT #7

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Variety is WNY www.varietybuffalo.org

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Dear Community Partner:

Variety, the children's charity of Buffalo & WNY is thrilled to be entering its 62nd year of The Annual Variety Kids Telethon! Sixty-two years of stories and memories to share! Serving and helping the kids right here in our own community is our number one priority. We could not do this without YOUR help. It is a true honor to have amazing partners like YOU in our corner and with your continued support we are able to provide the care and help the children need.

The Variety Kids Telethon is the longest running Telethon in North America, and the fact of the matter is-it is truly an honor to represent our children for so many years. We are excited to carry on The Variety Kids Telethon tradition and are committed to dedicating our time and assets to raising funds for our children in need.

It's with great pleasure, we announce Mayor Byron W. Brown as Honorary Chair for the 62nd Annual Variety Kids Telethon. In addition, we are thrilled to welcome Oliver Cope as the Celebrity Child for the Telethon.

Oliver was born on March 25th, 2016 and is seven years old. He lives in Blasdell, N.Y. with his mother (Amanda), father (Eric) and ten year old sister, Frankie. By just age 2, Oliver had already experienced 31 broken bones. Born with Osteogenesis Imperfecta (OI), Oliver's bones are extremely brittle, which causes them to break and fracture easily.

Oliver has had 11 surgeries so far. His first was at a month old for a feeding tube and then a port for his infusions he was getting every two months, which since then has had to be replaced as it stopped working properly. He has had rods placed in both left and right femurs, tibias and humeri, which were three separate surgeries. The rods in his legs have already been replaced as he grew out of them. In the foreseeable future, Oliver's arm rods will need to be replaced, but that surgery is down the road for him and his family.

We will be sharing Oliver's inspiring journey at Oishei Children's Hospital (OCH) and The Variety Tent #7 Robert Warner, MD Center for Developmental Pediatrics and Rehabilitation at the 2024 Telethon.

This year, our 62nd Annual Variety Kids Telethon will start on Saturday night, March 9th on WGRZ TV from 6:00pm - 11:00pm; then continue on Sunday, March 10th on WBBZ TV from 10:00am-8:00pm. The Telethon will take place at The Variety headquarters in Lancaster.

We have two full days to help the children right here in WNY and will highlight the critical efforts that your donation supports, both through the incredible life-saving work at the Oishei Children's Hospital as well as dozens of other local children's charities. Hundreds of thousands of children from across Western New York are truly Variety Kids.

Each year, we ask the Western New York Community to come together in support of our community's most precious assets, our children. And each year, because of business organizations like yours, we've been able to impact hundreds of thousands of children across our region. In fact, the support of donors like you is why the new Oishei Children's Hospital has dedicated their rehabilitation center as the Variety Tent #7/ Robert Warner M.D. Rehab Center.



Since 1934 Variety has been part of WNY, and we're continuing our commitment to this region's kids. All of our donations stay local and are dedicated to programming and equipment that changes children's lives! Your donation is a commitment to WNY kids, and by coming on our Corporate Challenge, you'll show our tens of thousands of regional viewers that your business/ company represents WNY!

This year, our Telethon will focus more than ever on the incredible kids of WNY, and the hope that supporters like you bring to their lives. Our 62nd Annual Variety Kids Telethon airs on Saturday, March 9th from 6:00 p. m. – 11:00 p. m. on WGRZ-TV, Channel 2 AND Sunday, March 10th from 10:00 a. m. – 8:00 p. m. on WBBZ-TV, Channel 67.1/ Cable 5, and we hope you'll be part of it.

With sincere gratitude and appreciation,

Bill Simon

Bill Simon, 2024 Variety Kids Telethon-General Chairman