



Variety the Children's Charity
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Press Release

For Immediate Release

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Variety the Children's Charity of Pittsburgh Receives \$300,000 from Partnership with Dominion Foundation

PITTSBURGH, PA (August 12, 2010) – ***TEN YEARS! TOGETHER!***

Variety the Children's Charity of Pittsburgh is pleased to announce that it has received a \$30,000 grant from the Dominion Foundation to sponsor its 2011 Gold Heart Pin Campaign. This is the 10th consecutive year that the Dominion Foundation has supported Variety's annual Gold Heart Pin Campaign as the Presenting Sponsor with total sponsorship over ten years of **\$300,000**.

The grant will provide Variety with the resources to purchase 10,000 gold heart pins and associated marketing materials including theater posters, standees, and countertop displays. Beginning in November, the new "Yogi Bear" gold heart pins may be purchased for \$2.00 in local theaters and from retailers in the region.



"The Gold Heart Pin Campaign is one of Variety's most recognized and successful global fundraising initiatives," says Variety executive director Celia A. Hinds, CFRE. "The campaign was created in 1991 in Great Britain by Variety International Board Member Marsha Rae Ratcliff, who thought to create gold pins in the shape of hearts to raise funds to assist children in need. Today, Variety's gold heart pins are sold worldwide through retail outlets, movie theaters and the global network of Variety chapters. Gold Heart Pins are collected and worn by millions of people around the world as symbols of their support for Variety and the children who are helped by Variety funded programs and services."

Proceeds from the sales of gold heart pins in the Pittsburgh region help to sustain Variety's **Kids on the Go Program!** that provides mobility equipment, assistive technology devices, and communication systems for children with disabilities living in southwestern Pennsylvania. The **Kids on the Go!** Program serves children, 21 years of age and under, whose need for enabling equipment is not met by any other source. Since 1999, the **Kids on the Go!** Program has provided mobility and enabling equipment for 444 kids totaling nearly \$1.3 million.

During the past ten years, Dominion has launched a partnership with Variety the Children's Charity of Pittsburgh to support its annual Gold Heart Pin Campaigns to benefit children with disabilities in our local communities. "The Gold Heart Pin Campaign has a long history of helping children with disabilities in southwestern Pennsylvania," said James C. Mesloh, executive director of the Dominion Foundation. "The Dominion Foundation is pleased to support the campaign and the mission of Variety the Children's Charity."

Dominion is one of the nation's largest producers of energy, with a portfolio of approximately 27,500 megawatts of generation. Dominion serves retail energy customers in 12 states, including 700,000 customer accounts in Pennsylvania. For more information about Dominion, visit the company's Web site at <http://www.dom.com>.

Variety the Children's Charity is a non-profit organization that has been active in Pittsburgh since 1928. Throughout its history, Variety has been known for helping children in crisis. Variety's mission is to enrich the lives of children with disabilities by insuring that every child with a disability is provided with enabling equipment, assistive technology devices, and communication systems and the opportunity to personally develop and to participate in social, educational, artistic, and recreational activities enjoyed by other children. Variety serves all children without discrimination, ages 21 and under, who reside in Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland Counties. Christine Milsom Kobus is President and Celia A. Hindes, CFRE is Executive Director of Variety the Children's Charity.

To learn more about the activities, children's programs and services provided by Variety the Children's Charity of Pittsburgh, please visit their web site at varietypittsburgh.org or call the Variety office at 412/747-2680.

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