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Local Boys with Cerebral Palsy to Be Presented with Specially Adaptive Bikes

Variety - The Children's Charity Helps Make Families' Dreams Come True for Holidays

FOR IMMEDIATE RELEASE (New Orleans, LA - December 3, 2008) - 11-year-old Ryan and 13-year-old Christopher will receive their very own custom-built Freedom Concepts bicycles for children with special needs thanks to Variety - The Children's Charity and AMC Entertainment. The new bikes will give the boys the ability to become more physically active, confident, independent, and able to participate in activities with family and friends.

Ryan and Christopher are New Orleans' first beneficiaries of the Variety Kids on the Go! mobility program, which provides much-needed funding for durable medical equipment for children with disabilities. Typically, mobility equipment can cost a family \$2,500 - \$3,500, with some specialty equipment costing upwards of \$10,000 - \$15,000.

Both boys have had cerebral palsy since birth and had never been able to ride a regular bike due to their disabilities. However, each was able to independently propel a Freedom Concepts bicycle during physical therapy at New Orleans Children's Hospital. Because both families have limited financial resources, they applied for aid from Variety. Variety granted funding for a specially adaptive bike for each of the boys to allow them to safely maintain joint range of motion, increase muscle strength and improve balance and coordination as well as further interact with friends, classmates and family.

Variety invites the public to join in presenting Ryan and Christopher with their new bikes.

Date: Friday, December 5, 2008
Time: 1:00 p.m.
Location: Children's Hospital
200 Henry Clay Avenue
New Orleans, LA 70118

To garner funds for Variety Kids on the Go! and other Variety initiatives, AMC theatre locations throughout the country participated in Variety's 19-year-old signature fundraiser, the Gold Heart Pin Campaign. Two dollar collectible pins designed in partnership with the major movie studios are sold at approximately 2,000 movie theatres across the country, with money going back to help local children in the community where the funds were raised. Proceeds from AMC's 2008 Summer MovieCamp also provided funds to Variety programs.

"The support of AMC Entertainment and everyone who purchases a pin is so appreciated because they are instrumental in allowing us to provide life-changing help to children in need," says Ana LaDou, CEO of Variety - The Children's Charity.

About Variety - The Children's Charity

Variety - The Children's Charity is an enthusiastic group of business leaders who donate their time, resources and energy to positively impact the lives of children in their own communities and around the world. To learn more about this organization, please visit www.usvariety.org.