

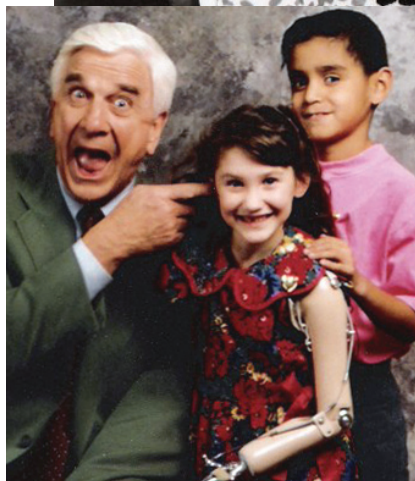
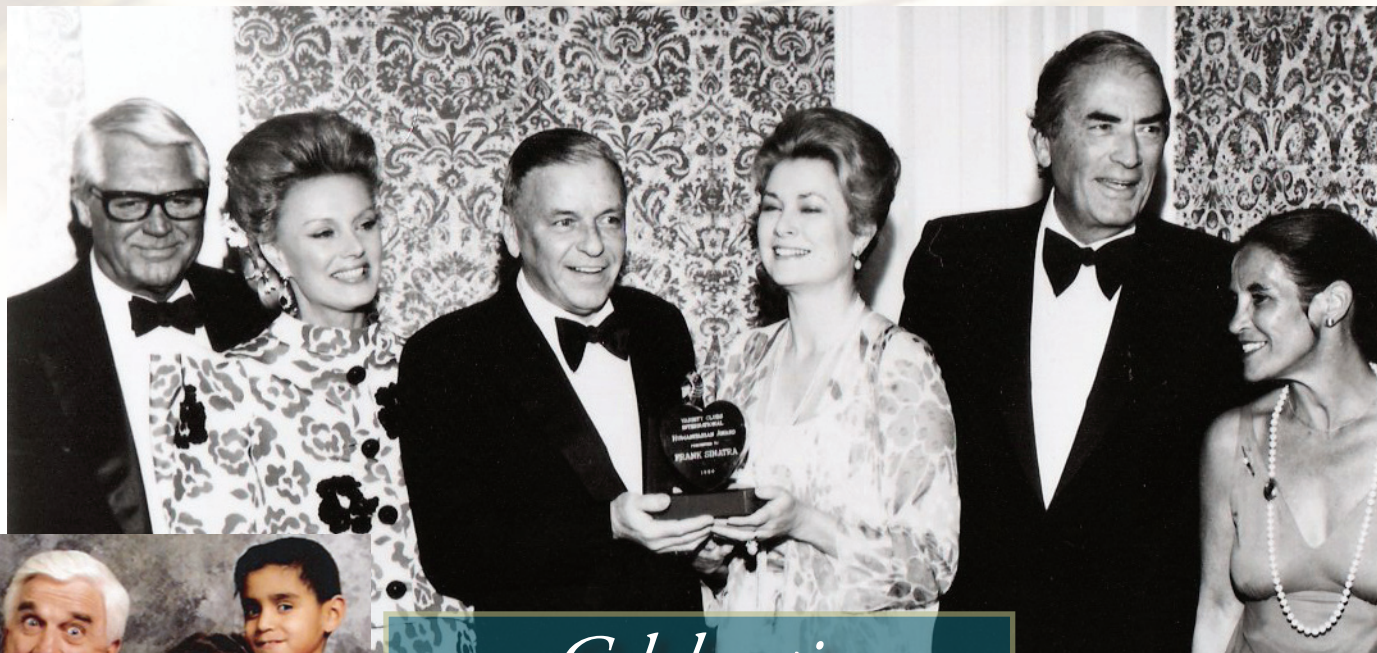
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variety
the children's charity™

U.S. Variety News: Spring 2007

The Heart of Show Business



Celebrating
80 Years
of
Heart



Variety is celebrating eighty years as the Heart of Show Business. Eight decades ago in Pittsburgh, a group of local entertainment businessmen started a social club. From those humble beginnings the organization has grown into an international children's charity raising millions of dollars for children in need.

*Variety Supporters, clockwise from left: Leslie Nielsen with Variety Children; Cary Grant, Barbara (Mrs. Frank) Sinatra, Frank Sinatra, HSH Princess Grace of Monaco, Gregory Peck, original Variety baby Catherine Variety Sheridan (later Joan Mirlk); Carol Channing, George Burns; Sophia Loren, Lee Majors, Farah Fawcett.
(Photos: Variety - The Children's Charity)*



Spring Letter from the National Executive Director:

There are few opportunities to positively change another person's life. By working with Variety we are given this opportunity each and every day. Our new National Mobility Program, **Variety Kids on the Go!**, provides prosthetic limbs, walkers, wheelchairs and other durable medical equipment to children in need. Through this new program we are giving tangible support to children, spending millions of dollars each year for children across America. Each time we donate a handicap-enabled bicycle to a child, that bike can be the vehicle toward improved social interaction as well as increased mobility and agility, essentially changing who they are in the world. It allows them to play equally with siblings as they ride their bike in the neighborhood. Maybe for a few hours in that day, they forget that they are different from their siblings.

In this newsletter you will see how our partnership with the entertainment industry is continuing to evolve along with the Gold Heart pin fundraising program. We hope it is informative and we look forward to expanding our capacities to support children.

This year is also the 25th anniversary of our Variety Lifeline program, providing life-saving heart surgery to children in some of the poorest countries in the world. This program is chaired by entertainment legend and Variety leader Salah Hassanein. This year, Variety International is honoring him with the Humanitarian of the Year Award at their convention in Palm Springs. To attend the convention and dinner, register today.

I look forward to seeing all of you there!

Ana LaDou
National Executive Director
ana@usvariety.org

Gold Heart Update

U.S. Variety would like to thank Twentieth Century Fox for its hard work and dedication on behalf of Variety's children on the 2006-07 Gold Heart campaign featuring Eragon. Following the rousing success of this year's program, we look forward to unveiling Fox's new Gold Heart pin design for next year at the Variety International Convention in Palm Springs this May.



Clockwise from Left: Variety child at the National Sports Center for the Disabled; Gold Hearts Eragon poster; Lifeline's Salah Hassanein and National Executive Director Ana LaDou; Grand Hyatt Champions Resort, Palm Springs, site of the 2007 International Convention.



International Convention 2007!

Variety International Convention - May 5-9, 2007

Location: Hyatt Grand Champions Resort and Spa, Palm Springs, CA

This is your chance to meet and share ideas and knowledge with Variety volunteers, board members and staff from all around the world. Salah Hassanein is the recipient of this year's Humanitarian of the Year award on May 9th. Register with Variety International today! For more information, please go to:

www.usvariety.org/worldwide.html

meet & greet

Meet our Sponsors:

A True Partnership

by Jack Rothweiler, President & CEO, Fred Astaire Dance Studios

Being a part of Variety – The Children’s Charity has been a wonderful experience in more ways than I thought possible. I didn’t imagine the enthusiasm our students and staff would have in sponsoring Variety’s Mobility Program. In my eyes, the affiliation between Fred Astaire Dance Studios and Variety has now turned into a true partnership.

At our national competition in Orlando we were delighted to be visited by Abigail and Emily Cushman, students at Winter Springs Elementary School, for which Variety of Orlando purchased an automatic door opener that allows handicapped children to come in and out of the school’s front door unassisted. The twins presented me with a card from all the children at the school thanking Fred Astaire Dance Studios for funding the automatic door. Through this partnership, Variety has given Fred Astaire students a sense of giving and well-being that is now beginning to emanate from our entire organization.

Everyone we’ve met from Variety has impressed us with their sincere effort and with the fun they have while doing it. These feelings have rubbed off on us and we are grateful for it. I have been extremely impressed with the leadership of Ana LaDou, each Managing Director, and their assistants in the areas we’ve visited. Their professionalism exceeded my expectations. With each event we’ve had, Variety’s image and purpose has grown in stature with everyone involved in our organization. We are grateful that you have come into our lives and strive to make this partnership a long-lasting and fruitful endeavor for the children who gain so much from it.



FRED ASTAIRE
FRANCHISED DANCE STUDIOS

Meet the U.S. Board

Jack Foley, President of Theatrical Distribution for Focus Features and Rogue Pictures, was sworn in as president of U.S. Variety at its national conference in Buffalo this past September. Jack held the position as 2nd vice president and fundraising chair prior to his induction as president.

“The U.S. chapters’ continuous individual dedication to humanitarian activism for children in need has always profoundly impressed me as I witnessed that activism when I lived in Boston, Des Moines, Kansas City, Dallas, Los Angeles and now New York,” says Jack.

“The basic values from chapter to chapter throughout the country

are the same: kids are the most important priority. Therefore, it is a privilege to be president of the board of U.S. Variety. It is my goal to work in concert with the U.S. chapters, which are managed by incredibly talented people, to continue to gain more critical resources to help children throughout the country.”

With a rich 25-year history working for com-



panies like USA Films, October Films, Miramax Films, MGM/UA, De Laurentiis Entertainment Group and Columbia Pictures, Jack is especially excited about the support garnered from our partners in the entertainment industry to develop Variety’s mobility program, Variety Kids on the Go!

“The movie industry’s support of Variety and dedication to its fundraising for children have nurtured my respect and commitment over my career,” Jack says. “I have always viewed Variety as an organization of effective activism and a culture that nurtures human kindness. Every major studio in Hollywood advocates the same values.”

When Jack received the Humanitarian Award at the annual Salah Hassanein Boys and Girls Club of Queens dinner last June, more than 500 people came to show their support. The award honors a member of the motion picture industry whose philanthropic efforts are well known throughout the business. The event raised more than \$300,000.

Jack is an incredible asset to Variety at every level. He is a perfect example of the entertainment industry’s continued support of Variety through the decades and we are honored to be guided by his leadership at the national level.

People Stories

Spotlight: Bruce Proctor, Proctor Companies

I joined Variety of Colorado due to the relationship I formed in the early 1990s with Mr. Salah Hassanein. During that time, my company, Proctor Companies, was his primary source for concession stands and equipment. While our relationship began as professional, it quickly turned personal when I learned of his involvement with Variety. His passion for the charity, as well as his dedication to it, inspired me to become a part of this vital community group working to improve the lives of children.

Variety of Denver supports the National Sports Center for the Disabled, which strives to provide quality outdoor sports and therapeutic recreation programs that positively impact the lives of people with physical, cognitive, emotional or behavioral challenges. This year Variety of Colorado funded the purchase of bi-skis and mono-skis, which are both sit-ski apparatuses designed for young people with mobility or strength issues who cannot ski using typical adapted stand-up ski equipment, ski-bikes, and snow-sliders, walkers on skis that provide a stable base of support for those who use wheelchairs or have fatigue or balance problems.

I state, with great pride, that this year Variety of Colorado has elected me as our new president. I hope to try to fill the shoes of Nesa Hassanein, Salah's daughter. Nesa has done a marvelous job for the past two years in strengthening our sponsor relationships, increasing fundraising, and carrying on Salah's tradition of philanthropy.

As everyone knows, Variety is all about the children. Ultimately, the personal satisfaction we gain from our active participation comes from having changed a child's life for the better. When you visit with a child whose face lights up at the sight of a new wheelchair or bike, all of the hours spent in meetings, fundraising, phone calls and endless e-mails that seemed like such hard work simply disappears. I am indebted to our founders who created such a strong foundation for the Colorado Chapter. They got us off to a great start and it is my hope that I can continue their tradition of caring, sharing and outreach for years to come!



A Powerhouse Team: Stan and Jody Reynolds

Long-time Des Moines residents Stan and Jody Reynolds are the dynamic duo of Variety of Iowa. Through their involvement with Variety, the husband and wife team has established a long-lasting legacy of volunteerism mixed with enthusiasm.

Stan, founder and president of the largest underwriter of movie theatre insurance in the country, Reynolds and Reynolds Inc., helped convert the struggling Variety of Iowa into the lucrative chapter it is today. When he was introduced to the chapter in 1974, it had raised only \$4,000 in one year and was in danger of losing its charter. Determined to make a difference in children's lives, Stan worked to revive the chapter. In 1975, he helped establish the Iowa telethon, which in its first year raised an astonishing \$151,000.00, nearly 38 times more than it had

previously raised in an entire year. Now the Iowa telethon raises more than \$3.5 million per year, with a grand total of more than \$70 million since its inception.

Stan's wife of nearly 40 years, Jody, has also been pivotal

to the success of Variety. She made strides within the organization when she became Variety of Iowa's first female president in 1989 and Variety International's first female president in 2001, a tenure during which she created the Movie Industry Advisory Council. She also helped establish the U.S. association in order to create a network of communication and cohesion between the country's Variety Chapters. In addition, her relationships with people in the entertainment industry launched Gold Hearts in theatres as well as gained support of the studios in developing the creative materials.

Stan and Jody have been essential to making Variety the successful charity it is today. Their steadfast commitment to keep working as long as there are children in need exemplifies exactly what Variety is all about.

Center Left: National Sports Center for the Disabled; Center Right: Stan & Jody Reynolds with granddaughter Caroline Grace Reynolds.

Chapter News

Variety of Georgia Gets Rolling!

Led by Chief Barker Mo Dougherty, Variety of Georgia continued the expansion of its Variety Kids on the Go! mobility program with the presentation of a specially-equipped bike from Freedom Concepts to Brandon Sudge. The presentation took place at the chapter's annual Golf Fest in Braselton, GA at Chateau Élan on August 24th.

8-year-old Brandon took everyone by surprise when he asked to address the crowd of more than 200 people. Having cerebral palsy makes it difficult for him to talk. Everyone expected his mother to speak on his behalf, but Brandon, a little boy with the heart of a lion, faced the room of adults and thanked everyone for the gift of his bike, sponsored by Norman Shindler from MNM Theatres and Mike Dangerfield with Carey Limousine. Cheers and applause filled the room as Brandon's face lit up with a grin.

After Brandon's courageous speech, several more sponsors stepped forward to buy bikes for kids with special needs in the area. Thanks to sponsors Stewart Harnell of Cinema Concepts and Roger Gelder from Budget Rent A Car, 10-year-old Shannon Edwards, Jr. was presented with his own special bike February 10th at Lefont Sandy Springs Theatre. Word of Shannon's need for an adapted bike reached Variety of Georgia through staff at Families of Children under Stress (FOCUS), and shortly after his birthday, Shannon's family received word that a bike was going to be made specifically for Shannon and his physical needs.

Shannon's mother, Lia, says, "My baby hasn't had a bike in four years. It brought happy tears to see him playing with other boys on the block and riding their bikes together." Variety of Georgia is in the process of finding its next special child. Response from the community to this program has been overwhelming and Variety of Georgia is most grateful.



Lewellen Fund Launches New Initiative in North Texas

Variety of North Texas was featured on the morning news program, "CBS 11 News This Morning", when the chapter launched its Variety Kids on the Go! mobility program with the gift of a standing frame to 13-year-old Nicholas Jefferson Bromley. Duchene's Muscular Dystrophy has kept him in a wheelchair since age 8, but his new device will help stretch his knees, straighten his legs and work new muscles so that he may learn how to stand. In addition, it may help keep him healthy by improving his circulation, digestion and bone density.

This direct grant comes as a result of Variety of North Texas' decision to focus a majority of its new programming on children with mobility issues and other disabilities. Its goals are being accomplished by a fund created through an initial donation from the Wayne

Lewellen Fund.

The decision to concentrate on providing mobility equipment for local children follows a long standing belief of Variety of North Texas that families raising children with disabilities need access to the same resources that

other children have. The Chapter has historically accomplished this through assisting the efforts of such charities as Spirit Horse, Camp Summit, Dallas Services for Visually Impaired Children, Notre Dame School, Children's Medical Center and many others. The decision to offer programs of its own is a shifting dynamic that Variety of North Texas hopes will allow it to assist many more local families and children in need directly.

Center Left: Brandon Sudge on his new specially-equipped bike from Freedom Concepts; Center Right: Nicholas Jefferson Bromley with his mother, Misti Jefferson Hale; Center Bottom: Shannon Edwards, Jr. and his specially made bike, thanks to Variety of Georgia.

A Partnership with Heart: Variety of Eastern Tennessee and Regal Entertainment

Five years into the partnership between Regal Entertainment Group and Variety of Eastern Tennessee, it is clear the relationship is working. The theatre exhibitor has committed to using its strengths in the industry and its hometown of Knoxville to directly benefit Variety. In May, Variety hosted its first "Care for Kids" radiothon with tremendous financial and in-kind support from Regal. At 5:30 a.m. on a chilly Tuesday morning, 15 Regal employees arrived at Citadel headquarters to answer phones. Five hours later, the early morning team had raised a record \$44,000.00 in pledges coupled with 280 Buddy Bear purchases.

Throughout the day, the phones never stopped ringing. Pledge sheets flew into piles. Hours later, after three sets of Regal employees had answered phones, stamped envelopes and pledged personal donations, the one day radiothon total rang in at \$111,000.00 for Variety.

Less than a year later, the Chapter has given away 27 pieces of mobility equipment valued at \$90,000.00, including a wheelchair lift for 7-year-old Stephanie Wermuth, who was diagnosed with Phelan McDermott Syndrome.

Variety of Eastern Tennessee donated the final \$1,500.00 needed to purchase the lift for the family's conversion van in order to transport Stephanie to her medical appointments.

Regal also supports Variety of Eastern Tennessee's "Read It and See It" program, which provides books for students in low-income schools. Those who complete the book and an essay earn the right to attend a free screening of the movie version of the book at the Regal Cinemas Pinnacle Stadium 18. In December, about 1,000 fourth-grade students from 10 Knox County elementary schools submitted essays about the children's classic, "Charlotte's Web."

Executive Director Dena Pinsker praises Regal Theatres for its generosity in this program. She says, "I cannot think of a better reward for a reading assignment at school than a trip to the movies."



Variety of Southern California Goes for the Gold

U.S. Variety has been successfully working with Variety of Southern California to further Gold Heart partnerships and program initiatives both nationally and internationally. Many of the achievements of the success of the Gold Heart program as a whole can be attributed to the dedication of Variety of Southern California's board members, many of whom hail from the entertainment industry. U.S. Variety has partnered with Disney, DreamWorks, Warner Bros., Universal, Paramount, Sony and Twentieth Century Fox to create and market a new Gold Heart pin each year.

Buena Vista Pictures Distribution Vice President of Exhibitor Relations Nancy Klueter has spent the last three years serving as president of Variety of Southern California. As a fitting end to her tenure and a token of gratitude for her work throughout the years, she was honored with the Heart of Show Business Award by the members of Variety of Southern California. The award was presented by Disney chairman, Dick Cook, with great words of praise not only for Nancy's philanthropic work,



but also for her many accomplishments in the entertainment industry.

Under Nancy's leadership, with the support of its hard-working board members, Variety of Southern California has embraced the mobility program. One recipient, 4-year-old Adriana Aquayo, who has a syndrome that causes seizures, blindness and severe

mental retardation, was given a special stroller as well as a hospital bed. Since she is unable to move on her own, lying in a regular bed causes her to get bedsores. The hospital bed allows Adriana's mom and caretaker to easily move her into different positions so she can be comfortable. Variety of Southern California is glad to make life easier for the Aquayo family and hopes to do the same for many more families in the area.

Center Left: Local children attend a free screening in Tennessee; Center Right: Stephanie Wermuth of Tennessee

The AMC Touch

Variety's work on behalf of kids, though founded in show business, now encompasses good people from every walk of life. However, that show business legacy continues to live on and is growing with motion picture exhibition industry leaders like AMC Theatres. AMC's involvement with Variety began in 1974 when AMC joined with regional executives of the major film distribution companies in Kansas City's old "Film Row." Their goal was to focus attention on the shortage of funding for children with special needs.

Greg Hogue, then a young theatre manager, began his career with AMC during this period. Now vice president of film programming for AMC and president of Variety's Kansas City Chapter, Hogue was impressed with Variety's work and dedication to helping kids in the community. Hogue rose to Chapter president in 1995 while helping to launch the fundraiser Oscar Night® America, one of the largest Academy Awards® parties in the United States, and the only official Oscars® party in Kansas City. Hogue is thrilled to be a part of Variety's efforts in reaching out to thousands of youngsters in need of a helping hand in the Kansas City area.

AMC has sold Variety Gold Hearts in its theatres nationwide since 2002 and generally claims the top seller prize amongst all motion picture exhibitors. Sonny Gourley, AMC's president of film programming and Variety board member in Southern California since 1996, has been a prime factor in the company's Gold Heart sales success. Gourley recently

relocated to the Kansas City area and will be joining the board of Variety of Kansas City.

AMC funds raised in areas where there are no Variety chapters are going to the U.S. Variety National Mobility Program. Through the sales of Gold Heart pins they were able to contribute to the purchase of a custom power-pack and custom swing-away power backpack for Minneapolis resident

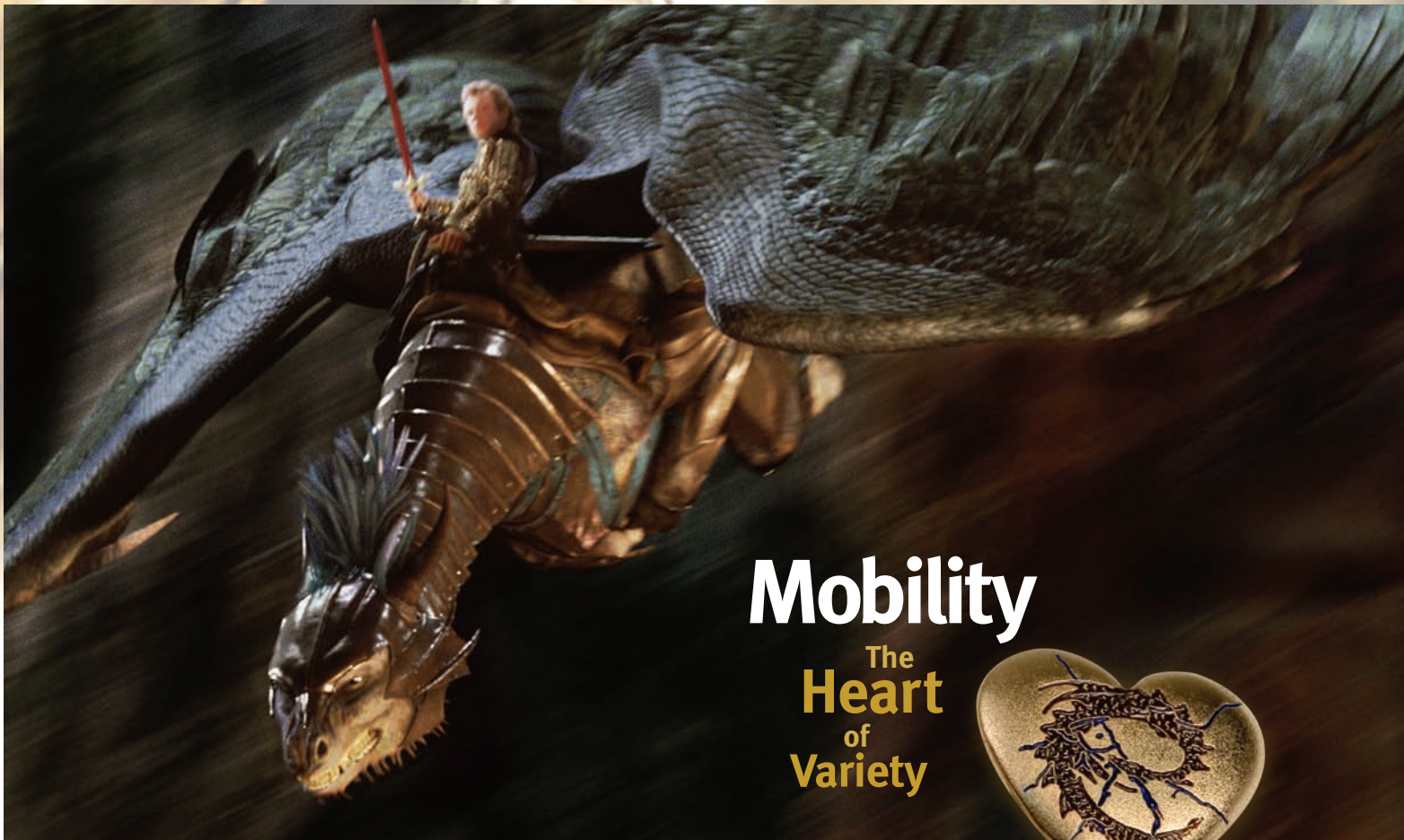


Jarek Belle-Isle. The happy, enthusiastic 12-year-old, who loves science and math, won a contest that landed his artwork on the official 2006 Parent Advocacy Coalition for Educational Rights (PACER) Center greeting card, and is active in sports (in addition to water-skiing, he has played wheelchair ice hockey, basketball and soccer), does not allow his cerebral palsy to run his life. He believes in opening the door when opportunity knocks and extracting as much fun

as he can out of every experience he has. Thanks to AMC, Jarek is one step closer to living as fully and independently as he aspires. This is the first of many pieces of equipment that will be purchased with the funds raised by AMC in their local communities.

Keenly aware of Variety's show business heritage, Hogue is proud of his company's leadership role locally and nationally. Says Hogue, "AMC's work with Variety still reflects the heart of show business and how much we care about young people in our community."

Above: Jarek Belle-Isle of Minneapolis



Mobility

The
Heart
of
Variety



Eragon (Ed Speleers) sweeps into battle atop his armored dragon, Saphira. TM and © 2006 Twentieth Century Fox. Photo: Weta

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