



**Variety the Children's Charity of North Texas**  
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Media Advisory:	March 13, 2008	Contact:	Lawrence W. Hood, Jr. 214.560.2263 lhood@varietynorthtexas.org
Photographs:	Available Upon Request		
Date & Time:	Friday, March 14, 2008 6:00 pm	Location:	Cinemark Tinseltown Plano 3800 Dallas Parkway, Plano

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**Variety to Present the Gift of Mobility to Two Local Families**

***Variety and Cinemark Kick-Off Gold Hearts by Showing Where the Funds Go***

FOR IMMEDIATE RELEASE (Dallas, Texas – March 14, 2008) – Variety the Children's Charity of North Texas and Cinemark USA will present three-year-old Rockwall resident Grant Ballard with a customized wheelchair and assist the family of five-year-old Plano resident Tess Gregorek with the installation of a customized wheelchair lift for their family vehicle.

Both families are recipients of funding through Variety's *Kids on the Go!* program which assists families in the procurement of durable medical goods and services designed to increase a child with limited mobility's access to his/her community and sense of independence.

Due to complications from being born at 29 weeks, Grant is living with brain damage and cerebral palsy. As his mother Karla points out, "Grant is mentally on track, but physically he is not able to walk or crawl. He is so determined and wants to go so bad, but is just unable to get his legs to work. With this new wheelchair he will be able to do so many things that he wants to do so badly."

Like Grant, Tess is also living with cerebral palsy. In an effort to ensure that she has the opportunity to be as active and productive as possible, the Gregorek family recently set out to personally raise enough money to secure Tess a specially created wheelchair from the United Kingdom. However, the new chair has come with new complications; such as transporting it from place to place.

In an effort to assist a family doing everything they can to allow their daughter to "participate in everything from circle time and playing in the mud to reaching something on the kitchen sink wherever she is"; Variety will be assisting the family in modifying their family van to accommodate Tess and her new chair.

To garner the required funding for these families and the 33 others assisted through Variety's *Heart of Variety Funds Kids on the Go!* program since January 2006, Variety will be kicking off its Gold Hearts Pin Campaign in conjunction with Cinemark USA. The 18-year-old fundraiser is a cooperative effort between Variety, movie studios and movie theatres everywhere.

Patrons of Cinemark USA will have the opportunity to get a pin of their own from March 14 to May 1, 2008 at the box office or concession stand with a \$2 donation to Variety. Interested individuals can also secure a 2008 pin, or historical versions, by contacting Variety at 214.560.2263 or by logging onto [www.varietynorthtexas.org](http://www.varietynorthtexas.org).

Variety invites the public to join us this Friday evening at 6:00p.m. in presenting both Grant and Tess with their new devices. Attendees will also have the opportunity to learn more about Variety's work and the many ways in which Cinemark USA supports children in North Texas.

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**About Variety the Children's Charity of North Texas**

Variety the Children's Charity of North Texas is dedicated to promoting and protecting the health and well-being of children all across North Texas. Through a network of 52 chapters in 14 countries, Variety reaches into communities across the globe to offer financial assistance and services to children and organizations that serve children with special needs. Through hard work, thoughtful stewardship and single-minded focus on the needs of the young, Variety strives to make a lasting difference in the lives of children, their families, our communities and the world...one need at a time.

**About Cinemark Holdings, Inc. and Cinemark IMAX® Theatres**

Headquartered in Plano, TX, Cinemark is a leader in the motion picture exhibition industry. As of December 31, 2007, Cinemark operates 408 theatres and 4,665 screens in 38 states in the United States and internationally in 12 countries, mainly in Mexico, South and Central America.

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*The Variety Club of Texas Tent 17 (d.b.a. Variety the Children's Charity of North Texas) is a federally recognized 501(c)(3) organization (EIN 75-0630233). Donations are fully tax-deductible.*

*Our latest 990 and audited financial statements are available online at [www.varietynorthtexas.org](http://www.varietynorthtexas.org).*