NEWS RELEASE

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CONTACT: STEPHEN J. PODOSEK

(O) 854-7577 (C) 989-8539

47th annual Variety Kids Telethon to "Mark" the spot in Downtown Buffalo

The World's longest locally produced Telethon in the world, the Variety Kids Telethon, has announced that the annual fundraiser will be broadcast live from the Adam's Mark Hotel in Downtown Buffalo beginning in 2009.

"Speaking on behalf of the members and volunteers of Variety we are elated to make the Adam's Mark our home away from home during Telethon weekend. We welcome the management and staff to the Variety Family" said Carol A. McMahon, Chief Barker.

"Being very familiar with the Variety Kids Telethon coupled with the large banquet space, we felt it was a win/win situation to maximize Variety's exposure and what benefits they provide for the children of Western New York and at the same time showcase the Adam's Mark Hotel and our facility." According to Rudi Rainer, General Manager of the Adam's Mark

"We are excited about moving our great Telethon to the Adam's Mark. Through the efforts of our Board of Directors, Executive Director and the staff of the Adam's Mark, the downtown hotel and convention services facility will host the Telethon for the next 4 years." According to Stephen J. Podosek, Executive Producer of the annual Telethon. "Telethon 2009 will be broadcast live for the 46th consecutive year on WKBW-TV Channel 7 on February 22, 2009 from 7am - 7pm. The Telethon is usually broadcast in March but had to be moved this year in order to accommodate the changeover of broadcast signal and the Nielsen television ratings service."

For more information on Variety - The Children's Charity of Buffalo & Western New York and the Variety Kids Telethon, please go to www.variety.buffnet.net

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VARIETY CLUB OF BUFFALO 195 DELAWARE AVENUE BUFFALO, NEW YORK 14202
PHONE: (716) 854-7577 FAX: (716) 854-2939 E-MAIL vcstaff@buffnet.net