



US Variety Newsletter: Spring 2005

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Spring 2005 Letter from the National Executive Director

Welcome to the June issue of the U.S. Variety Newsletter, and there is so much news to share! On the domestic front, the 2004-05 Gold Heart pin campaign was an incredible financial and promotional success. Not only is this year's Spiderman pin on track to being our second biggest moneymaker, but the campaign has served to reinforce the commitment of local theaters to use the Gold Heart pin as their primary fundraiser for helping children with special needs in their communities.

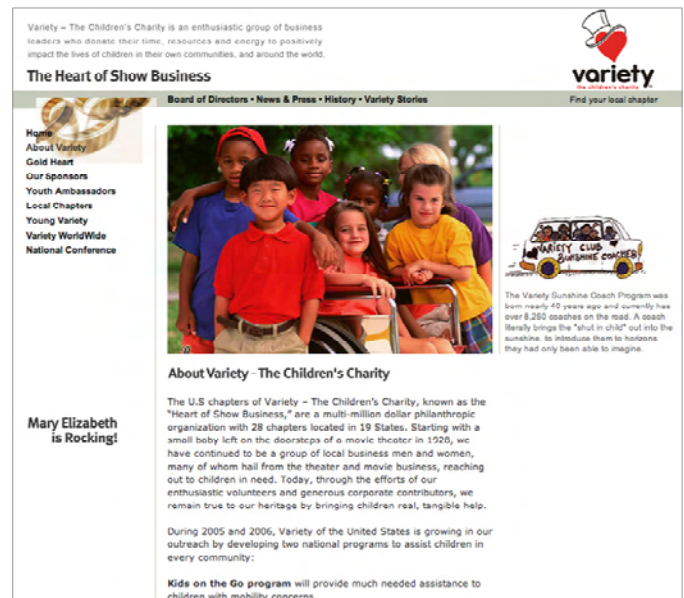
This has also been a banner year for local chapters raising money through Radiothons. A special mention goes out to the San Francisco chapter, who sponsored their first radiothon ever and raised over \$100,000 dollars! Once again we'd like to thank our radiothon chairman, Tom Fenno, who has been instrumental in the expansion of this program.

We are happy to report that in the last year more and more areas across America are making Variety – the Children's Charity a valued part of their community. The Orlando chapter is moving forward very

(continued on next page)

Launch of New US Variety Website

You can now check out U.S. Variety's newly designed website at www.usvariety.org. Here you can find important Variety news and up-to-date information about Variety.



National Executive Director (con't)

quickly -- they've hired an incredible new Executive Director -- Jolie Patricia Sester, as well as adding to their Board of Directors and more than quadrupling their membership! They're setting their sights even higher for next year — they plan on doubling the size of their fundraising as well as expanding their reach to all of Central Florida. In Dallas Niki Lee a young entertainment professional, has committed to growing Variety for the future by starting up a Young Variety group. A heartfelt congratulations to all our volunteers across America!

Any strong organization begins with a strong Board of Directors, and we are happy to report that we are continuing to build up U.S. Variety's national board. We are also pleased to introduce the following as new Board members for the National office of Variety – The Children's Charity. **Denise Guren**, VP Regal Cinemas; **Michael Burns**, President of Michael Burns PR; and **Carl Jablonski**, President, Albertsons

With these new additions to our board comes a wide range of national contacts. Our new board members will provide invaluable assistance to our local leadership as they reach out to their local community to build up their own Board of Directors.

In speaking with Variety membership all over the country, it has become imperative that we foster and encourage charitable work among the younger members of our communities. To that end, the US Variety office is dedicated to the establishment of a Young Variety group within each of our chapters, for if we don't groom the next generation, who else will care for our children? If you'd like more information about starting a group, please call Rachel Holben in the national office.

One of our primary responsibilities at the national office is the continued shaping of the public's perception of what Variety is all about. Therefore we are developing a new national mobility program that will serve as the model for the positive impact that Variety and all its volunteers have on special needs children around the country. While still in the planning stages, this program has already been enthusiastically received by several national corporations, and will be a unifying force to bring the national office, local chapters, and national chains together to give children with disabilities new mobility.

Know that we are always open to hearing suggestions, comments, and the occasional criticism from all of our membership. Feel free to drop up an e-mail to ana@usvariety.org Have a wonderful summer, and once again, thank you for all the incredible work you do in support of Variety — the Children's Charity and special needs children across America.

Ana LaDou
National Executive Director

Variety in Sunset Magazine

Variety is featured in this month's issue of **Sunset Magazine** in an article about Variety of Southern California's "Surfers Healing" program. The article profiles Israel "Izzy" Paskowitz and his son, **Isaiah**, now 14, who developed signs of autism around age 2 and who was the prime motivation behind the program. The article is available for viewing and downloading on the U.S. Variety website: usvariety.org

Sunset JUNE 2005

TRAVEL | THINGS TO DO IN SOUTHERN CALIFORNIA



Israel Paskowitz and his son, Isaiah, prepare to surf the healing waves at San Onofre State Beach.

PROFILE

Surf therapy

Bringing the Pacific to autistic kids

Israel "Izzy" Paskowitz was born in Honolulu, spent a formative portion of his childhood living on a Tel Aviv beach, and, in 1972, was one of his father's first instructors at the Paskowitz Family Surf Camp in San Diego. So when Izzy and his wife, Danielle, had children of their own, it seemed perfectly natural to get their kids into the ocean early and often.

One of their three children, Isaiah, now 14, developed signs of autism around age 2. The Paskowitzes spent years seeking treatment for him, but the best therapy proved to be the ocean itself—when Isaiah was in the water riding on a longboard with his surfing-champion dad, the boy's overloaded senses seemed at peace. From Isaiah's experience, Surfers Healing was born.

Autistic children, says Izzy, "get into these routines of obsessive-compulsive behavior that are really hard to break." Wading into the ocean and then balancing on a surfboard, it turns out, are effective ways to break such routines. "I've seen kids go out kicking and screaming," says Izzy, "but come back elated when they are riding in."

Surfers Healing instructors include staffers from the Paskowitz Family Surf Camp, Izzy himself, and guest volunteers. Donations from organizations like Variety—The Children's Charity and sponsors like Spy Optic help defray expenses, and Izzy is adamant that the gifts surfing has given him be passed along without charge. "It just seems wrong to do it for profit," he says. —BEN MARKS

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Our New Executive Directors

Please join us in extending a warm welcome to Variety's three new Executive Directors. Jolie Patricia Sester in Orlando, Marty Ambrose in Houston and Jason Smith in Las Vegas.

Jolie Patricia Sester came to Variety of Orlando and Central Florida with ten years experience in marketing and event planning under her belt. Her expertise is evident as she has already wrapped up three major fundraising campaigns with three more lined up for the fall. You can contact Jolie and Variety of Orlando at (407) 422-KIDS or by email at JPSester@aol.com.

Marty Ambrose joins Variety of Houston after a thirty year career in radio. His vivacious personality and sharp wit make him a terrific addition to Variety. You can contact Marty in Houston at (713) 426-KIDS

Jason Smith has been involved with Variety since his older brother Chris, who was born with Down Syndrome received the care of Variety of Toronto over thirty years ago. Jason has a strong background in management, fundraising and volunteer coordinating. His positive energy and a refreshing new strategy for Fund Development, "Friendship Fundraising" make him a great addition to the Variety family. You can contact Jason at (702) 383-8466 or by email at: Variety@lvcoxmail.com

Why We're Making Mobility our National Objective

Variety has been serving children with special needs for over 75 years, and have found that what these children want most is to be active members of their communities. In order to achieve this, they need what most of us take for granted: access. For children with disabilities, this means having the freedom to go where they want to, either on their own, or if they need assistance, reducing the impact they make on those helping them. With the advent of many new mobility technologies, this access is becoming available to more and more children.

Many of the local Variety chapters have seen this need, and have already been focused on providing children in their communities with prosthetic limbs, walkers, wheelchairs, and specially design adaptive bikes. In the coming year, these diverse efforts will be unified into a single national program, Variety's National Mobility Program (FINAL NAME TBD). Having a national mobility program will allow Variety to present a coherent and effective image of the impact that access can have for children with special needs. A national program will enable us to reach out to national sponsors, and will allow us to leverage our joint buying power to receive better deals from vendors all around the coun-

try. And while Variety's National Mobility Program may be a national program, it will still be true to our roots by enabling local communities to better serve their children with special needs.

Gold Heart Prize Winners Announced

We are pleased to announce the winners of the annual drawing of theater managers who sold over 2,500 Gold Heart Pins this year. The first place winner is **Andy Huffman**, manager of Rave Pensacola Theater in Pensacola, Florida. Andy, who sold 2,510 Gold Heart Pins is one of eighty eight theater managers who sold over 2,500 pins this year. He will receive \$22,821.00 worth of Sony Electronics including a 61" Plasma Television. The second place winner is **Kandido Hernandez**, manager of Pacific Winnetka Theater in Chatsworth, California. Kandido, who sold 4,600 pins will receive a Mexican Riviera cruise for two on Carnival cruise line.

And below, a preview of our new 2006 Gold Heart Pin, thanks to Sony Pictures and their new family production, "Zathura." This doesn't represent the final artwork, but we thought you'd like to get a look at where we're headed next year.



**Zachary:
US Variety Story
June 2005**



Zach on his Quickie Mach 2 handcycle

A favorite summer activity for kids of all ages is riding their bicycles. For a child with special needs, that is no small feat. Just ask Zachary, age 9, from Irwin, PA. Zach was born with low thoracic spina bifida, a neurotube defect that has left him paralyzed from the waist down. Zach is able to walk with the aid of braces and crutches, but biking with his neighborhood friends was difficult and frustrating until his physical therapist from Children's Institute in Pittsburgh made contact with Variety. Zach's physical therapy focused on increasing his upper body strength and improving his functional skills in negotiating curbs and stairs. Zach's therapist worked with Variety and Zach's family to purchase a Quickie Mach 2 handcycle short frame (adaptive bike). Now not only will Zach cruise the neighborhood with his buddies on a new set of bright orange wheels this summer but at the same time he will increase his aerobic capacity and endurance while having fun.

"Words can say so little when someone's done so much. We are most grateful to Variety Pittsburgh for their help," says Zach's Dad Ray. Executive Director Celia Hinds and Manager of Development Jen Hammerstrom were there for the presentation of Zach's bike. "I'm glad we could help Zach. Seeing the smile on his face says it all," said Celia.



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