

Contact: Erica Lopez / Variety – The Children’s Charity
323.954.0820 / erica@usvariety.org



Local Girl with Cerebral Palsy to Receive Specially Adaptive Bicycle

Variety – The Children’s Charity and Harkins Theatres Provide Help to Make Family’s Dream Come True

FOR IMMEDIATE RELEASE (Prescott, Arizona – March 5, 2008) - Variety - The Children’s Charity and Harkins Theatres will present nine-year-old Humboldt resident Abbigale “Abby” Price with her very own custom-outfitted adaptive bicycle, giving her the ability to become more physically active, confident, independent, and included among activities with her parents, sisters and friends.

Abby is Arizona’s first beneficiary 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.

“We are proud to participate in the Gold Heart Pin campaign with Variety – The Children’s Charity, and even prouder that our efforts will help Abby and her family,” says Dan Harkins, owner and CEO of Harkins Theatres. “In the past several years alone, Harkins has helped raise more than \$40,000 for Variety – The Children’s Charity, and we look forward to more success stories in Arizona.”

While attending intensive physical therapy in the fall, Abby’s therapist saw that the specially adaptive bicycle improved her leg strength and endurance, but the cost of supporting a family of six and paying for Abby’s therapy out of pocket meant affording the cost of a bike was impossible for her family. When Variety heard about this family’s need, grant funding for Abby’s bicycle was approved.

To garner funds for “Variety Kids on the Go!” and other Variety initiatives, Harkins Theatres throughout Arizona participated in Variety’s 18-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.

“We are thankful to both Harkins Theatres and to all of the moviegoers who participated in our Gold Heart Pin Campaign,” said Ana LaDou, CEO of Variety – The Children’s Charity. “These programs are instrumental in enhancing our efforts to provide life-changing help to children in need.”

Variety invites the public to join this weekend in presenting Abby with her new custom-outfitted adaptive bicycle. Attendees will also have the opportunity to learn more about Variety’s work and the many ways in which Harkins Theaters support their local communities.

Date: Saturday, March 8, 2008
Time: 1 p.m.
Location: Plaza outside the Harkins Prescott Valley 14 Theatre
7202 Pav Way
Prescott, AZ 86314

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.

About Harkins Theatres

Headquartered in Scottsdale, Harkins Theatres is the largest family owned theatre chain in the country and the premier movie exhibitor of the Western U.S. operating over 400 screens. Featuring a larger selection of film, snacks, and innovative amenities to moviegoers since 1933, Harkins Theatres is renown for its commitment and passion for offering the Ultimate Moviegoing® experience. Founded 74 years ago by renowned showman, inventor, and community leader Dwight “Red” Harkins, Harkins Theatres has historically been a trailblazer for advancements in the motion picture exhibition industry. For more history, awards, and other information, visit www.harkinstheatres.com. Or, call Melissa Rich at 480-627-7777 or 602-390-4232, or Bryan Laurel at 602-738-3906.

###