

## Variety Children's Charity of Northern California

### SAG Brings Mark Ruffalo to Variety

Warner Independent and the Screen Actors Guild teamed up with Variety's Film Forum this month for a special presentation of the Sundance award winning *We Don't Live*



Actor Mark Ruffalo

*Here Anymore*. Lead actor Mark Ruffalo (*13 going on 30*, *Eternal Sunshine of the Spotless Mind*) was on hand for a discussion led by film critic Michael Fox of the *SF Weekly*. Variety's monthly *Film Forum* is becoming a hot new event for Variety and the SF film community, drawing industry and celebrity guests each month. Keep an eye out for invites around town at Landmark Theatres, The Balboa Theatre's newsletter (news-request@balboamovies.com), Steve Sodokoff's evite list Gimme Shelter, as well as Variety mailings.

### American Express Gratitude Night in Preview Room

American Express Financial Advisors rented out the Preview Room on Saturday, October 2<sup>nd</sup> for a special client appreciation night. In addition to generating revenue for Variety, the financial advisors invited Variety members to the screening, doing double duty for Variety. Thanks to American Express Financial Advisors for a wonderful evening! For information on renting the Preview Room for your next party, premiere, or event, contact David Repp at (415) 781-3893.

#### Upcoming Events

- |                    |                                      |
|--------------------|--------------------------------------|
| <b>November 4</b>  | <b>Art Opening</b>                   |
|                    | <i>Robert J. Aston, Photographer</i> |
| <b>November 6</b>  | <b>Member Screening</b>              |
|                    | <i>Ray</i>                           |
| <b>November 13</b> | <b>Member Screening</b>              |
|                    | <i>Finding Neverland</i>             |

## Forging a New Front Against Cancer Variety's MIX 106.5 Children's Compassion Fund

At the Lucille Packard Children's Hospital, a young mother sits wringing her hands. It's more than the agony of her child's cancer diagnosis; it's the mounting bills and the empty gas tank. Using a special ATM card provided by Variety, the Director of Social Services gives her a full tank of gas and the help that she and her child need to get through the week. The concept for the compassion fund is simple — money for families when and where they need it.



Variety of Northern California just added a lifeline to the fight against the devastating effects of cancer on children and their families, by creating a new Emergency Assistance Fund. Providing immediate responsive financial help with the day-to-day hardships during cancer treatment and recovery, *Variety's Mix 106.5 Compassion Fund* is a special bank account to which the family's hospital's social worker or case manager has access, and can thus supply immediate cash assistance. Qualifying families are residents of the Northern California who have a child 12 or under with a cancer diagnosis, and are low income, underinsured or uninsured.

The Compassion Fund will jump to the next level with a new event to raise money and awareness for Variety kids by reaching thousands of listeners on the Bay Area airwaves. Variety's *Radiothon*, scheduled for next spring, merges the skills of Variety Children's Charity and Mix 106.5 to raise money for the Compassion Fund during 2 days of on-air appeals, child and family testimonials, and celebrity endorsements. KEZR 106.5 is donating 10 minutes every hour from 6am to 6pm on March 1<sup>st</sup> and 2<sup>nd</sup>, 2005 for the First Annual *Variety Radiothon* to raise money specifically for the Compassion Fund. We will reach out to over 80,000 listeners and 85% of donations will go directly to children and their families.

AND we can't do it alone!

Volunteers are needed to help with calls and corporate sponsors are needed to underwrite the phone banks and total boards. For more information on the Compassion Fund, to volunteer, or sponsor the fund please call Variety at (415) 781-3894.

## Golf Tournament A Hole In One \$50,000 Expected for Variety Kids

Over 90 golfers, sponsors and volunteers participated in the 2004 Annual Golf Tournament to raise \$50,000 for the children of Variety. Lakeridge Golf Course in Reno provided sunny weather and fun



Vida Blue with Van and John of MOC Insurance

company for the Tournament, making it an outstanding success. Vida Blue, MVP and Cy Young Award winner, and a 3-time

World Series-winning pitcher for the Oakland A's, was in attendance to swing a club for our cause with major sponsors like MGM, Warner Brothers, Dolby Laboratories, CocaCola and Century Theatres. After this tournament, we all have a new

take on putting with Tom Plymesser's unique style, which swept in a \$1,000 win in the putting contest. Bill Herting of Signature Theatres took the chipping contest and Variety Members Jack Klein, Jo Elsner, Ollie Stevenson and Steve Arkley won the scramble. The evening wound down with a wonderful BBQ dinner and

dazzling raffle prizes including personal DVD players, studio jackets, a flat screen TV, a Las Vegas excursion, and foot-stomping music by Deja Blues. Thanks to everyone involved!