



VARIETY - the CHILDREN'S CHARITY INTERNATIONAL TO PRESENT 4 – DAY SHOWHEART CHARITY CONCERT LIVE ON THE TWITCH PLATFORM FEBRUARY 11-15, 2023

**40 Artists from over 9 countries will be performing in support of
Variety - the Children's Charity**

For immediate release
(February 3, 2023)

Los Angeles, California USA – Artists from around the world will come together live on Twitch to share their time, talent and treasure for Variety - the Children's Charity.

The concert series presents itself as the modern day “Telethon event”. Back in 1981, over 1.2 million was raised through a global telethon event hosted by Variety.

This Variety - the Children's Charity ShowHeart concert event will be broadcast via the Twitch platform to entertain and to raise much needed funds to assist Variety with its mission of transforming children's lives with independence, mobility, and social inclusion. Variety's ShowHeart concert is a virtual four-day Twitch charity concert/streamathon featuring up to 40+ bands & artists from around the world.

Variety – the Children's Charity is grateful for the sponsorship support from Dolby www.dolby.com in helping to make this concert event possible.

The concert series will broadcast live on Twitch over a series of four days celebrating Heart month, this February.

The concert will open at 6:00am EST on Saturday February 11th, headlined by our host singer/songwriter and Twitch streamer, Josh Taerk. The streamathon will continue with non-stop entertainment through to 2:00am February 15th.

Throughout the four days each artist will raid the next performer's channel, passing on their audience to the next person on the schedule and introducing the live audience to the next performer.

Variety – the Children's Charity International

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P: +1 (323) 934 4688 | F: +1 (323) 658 8789 | www.variety.org

The Variety ShowHeart concert on Twitch is the brainchild of Canadian singer/songwriter, and performer Josh Taerk. “When I saw how engaged and supportive the international community was on Twitch, I knew that they would fall in love with the work Variety – the Children’s Charity does.” said Taerk, “So, I reached out to Variety of Ontario, Canada about creating an event that would bring viewers and Variety tents from all over the world together for a common goal. They jumped on the idea and introduced us to Variety of Victoria, Australia, and Variety International. With our combined efforts we launched our first-ever ShowHeart fundraiser on Twitch raising over \$50,000.” said Taerk.

The 2023 Variety ShowHeart livestream event is a 92-hour live music and entertainment extravaganza featuring over 40 artists from 9 countries coming together to showcase their talents and encourage a strong philanthropic spirit from the event’s viewers.

Over 40 amazing artists spanning the globe are scheduled to appear: Please see link for updated roster. [Artists Scheduled to appear](#)

About Variety – the Children’s Charity:

Variety- the Children’s Charity comprises of a network of 40 philanthropic chapters serving in 11 countries globally.

Variety – the Children’s Charity has a vibrant and successful 95-year history of positively impacting the lives of children across the globe when family income, insurance and government cannot.

Since its founding in 1928 by showbusiness performers, Variety has grown to 40 Tents across the world who have raised and granted billions of dollars to assist children who live with a disability or are experiencing disadvantage. Harking back to those showbusiness roots, where performances often took place in Circus Big Top Tents, Variety chapters are known as Tents.

Through direct grants and three core programs, Variety delivers the gift of independence, self-esteem, mobility and communication; survival, recovery, health and wellbeing; and education, experiences, confidence and achievement to children who live with a disability or are experiencing disadvantage. For more information go to www.variety.org

About Twitch:

Twitch is a video-streaming platform that offers a fun, social way to watch people game, play music, and create art. Through the Twitch app (and online at Twitch.tv), content creators (known as streamers) play their favorite games, paint, play and write music while providing running commentary for their viewers.

Twitch is a hub for people who are seeking alternative sources of media and a more inclusive, interactive, and community-based media experience. It’s about being able to not just choose what you watch but being able to interact with the content creators directly by participating and contributing to the streams.

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Twitch encourages its users to support streamers with financial donations, paid monthly subscriptions to their channels, and encourages users to then interact with the streamers on other social media/web-based platforms.

Join the broadcast February 11-15. Visit <https://variety.org/showheart-twitch-charity-concert> for more information.

Want to be a sponsor or join our organization... please email us at howard@pointblankshows.com or call 1-604-928-6066.

CALLING ALL ARTISTS FOR 2024 – Come join us and share your time talent and treasure with our 2024 Variety ShowHeart concert series.

Please contact Josh Taerk at info@joshtaerk.com /1 (416) 300 8709

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