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Variety's New Executive Director

St. Louis (Jan 23, 2017) –Brian Roy has been named Executive Director of Variety the Children's Charity. Roy has worked at Variety since 2010, the last four years as Chief Operating Officer primarily focused on a new Strategic Plan, more accurately measuring outcomes for Variety's programs, and expanding corporate partnerships. Roy's previous work experience includes stints at Live Nation, and Momentum Worldwide. He is a graduate of the University of Dayton, School of Business Administration.



Variety is St. Louis' best resource for kids with disabilities and their families. Variety focuses on five core areas to help kids reach their full potential: providing vital **medical equipment**; the **therapies** to use it, and developing unique **educational** and **recreational programs**. Variety changes kids lives by improving **skills, socialization, self-esteem** and **independence**. For more information, visit www.varietystl.org.

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