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**FOR IMMEDIATE RELEASE**

## **Imo's Pizza Partners with Variety The Children's Charity**

*Franchise owners sponsor Variety Kids at Adventure Camp*

**ST. LOUIS, July 20, 2022** – Imo's Pizza is partnering with Variety the Children's Charity in July to support Variety Kids at Adventure Camp. The Imo's family challenged franchise owners to send more than 20 kids to camp this summer with individual franchise sponsorships. Imo's will also raise awareness to the need for support among their patrons and social media followers.

"This ongoing partnership with the Imo's family spans the past two decades and over 2 million dollars of support," Brian Roy, Executive Director of Variety the Children's Charity, shared. "Variety families count on Imo's and the community so that their children with special needs can attend camp and have continued access to Variety's medical equipment, therapy, and performing arts programs."

Variety believes that every child, with any special need or disability, deserves access to a great summer camp with amazing experiences like swimming, ice skating, fishing, rock climbing, crafts, and so much more! Variety's Adventure Camp costs nearly \$1,000 per camper each week and is offered to families free of charge. More than 200 children will attend Adventure Camp this summer, cultivating life-long friendships and building lasting social skills.

Imo's will also provide lunch for Variety Kids at Adventure Camp on Wednesday, July 20<sup>th</sup>. Imo's manager, Nick Imo, will be present for the delivery.

The ongoing partnership between Variety the Children's Charity and the Imo's family is one that is celebrated with great pride and gratitude by Variety families. Thanks to this summer's partnership, kids with disabilities in the St. Louis region have access to fun, safe, and accessible summer activities.

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**About Variety St. Louis:** Variety envisions a world where abilities are redefined, and opportunities are reimagined for kids with special needs. To make this a reality, Variety empowers children with physical and developmental disabilities by giving access to critical medical equipment and therapies, along with innovative Camp and Performing Arts programs, which provide opportunities for recreation, socialization, and artistic expression. Children gain or maintain independence, boost socialization among their friends and family, demonstrate belief in themselves, and increase skills they need to engage their world as fully as possible. [www.varietystl.org](http://www.varietystl.org)