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FOR IMMEDIATE RELEASE

Imo's Pizza Partners with Variety the Children's Charity *Imo's for Kids Day Empowers Local Children with Special Needs*

ST. LOUIS, July 17, 2023 – Imo's Pizza is once again partnering with Variety the Children's Charity to empower local kids and teens with special needs. Imo's for Kids Day takes place on Wednesday, July 19 with over 100 Imo's Pizza locations participating. Imo's will donate 10% of all in-store and online purchases to Variety St. Louis to provide life-changing programs to more than 1,300 local families.

"Variety St. Louis holds a special place in our hearts, and we are honored to support their mission of providing children with the tools they need to overcome challenges and embrace their full potential," shares Imo's Pizza Founder, Margie Imo.

This enduring partnership between Variety St. Louis and the Imo's family spans more than two decades and over \$2 million of support.

Families of children with special needs face enormous financial challenges as they strive to provide for their child's basic needs to be independent. Imo's support is especially crucial now as requests for Variety's programs have exploded, forcing significant waitlists for essential tools like medical equipment, communication devices, therapies, and recreational opportunities.

"Variety Families count on Imo's and the community so their children with special needs can have continued access to Variety's medical equipment, therapy, recreation, and performing arts programs," explains Brain Roy, Executive Director of Variety the Children's Charity.

Leveraging their considerable reach and influence as a St. Louis institution, Imo's continues to make a difference in the community, especially for Variety Kids.

This successful partnership is one that is celebrated with great pride and gratitude by Variety families. Thanks to this Imo's generosity, children with special needs in the St. Louis region have access to vital equipment and therapy, changing their life forever.

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