



Howard Co-Hosts Telethon to Raise Money for Children in Buffalo

The annual Variety Kids Telethon is a twelve-hour broadcast marathon of all things fun, heart-warming, educational and entertaining in the name of raising money for kids in need. This year was no exception, as Howard and many other volunteers gave their all to help the 53rd Variety Kids Telethon raise more than \$1.1 million this past March. Proceeds from the telethon go to children with special needs throughout Buffalo and Western New York. So what did Howard do specifically to help earn so much money?



Howard Rosenthal at the Variety Kids Telethon



In addition to sharing the amazing success stories about the children who have benefitted from Variety's work over the years, Howard also stirred things up a bit by jumping on top of a table. (Rumor has it that the table broke under the force of such an act, but we can neither confirm nor deny these whispers.) Let's just say that there is nothing Howard wouldn't do to help the Variety family of children. You'll just have to tune into next year's telethon to see what Howard will do next. However, you don't have to wait a year to get involved. Visit the [Variety Kids Telethon](#) website to learn more.

"Being able to help such a worthy cause is an honor, and one I hope to continue for years to come."

~ Howard Rosenthal

Mr. Food Studio Doors Auctioned for a Good Cause

When the doors opened to the original Mr. Food studio, our founder and beloved food legend, Art Ginsburg convinced us all that we could have everyone saying "OOH IT'S SO GOOD!!!" at our dinner table—without a lot of work. Now in the Mr. Food Test Kitchen, we still believe that, and we believe Art continues to inspire. That's why we weren't surprised to receive such a big response when we auctioned off the cabinet doors to his original studio in order to raise money for his favorite charity: Variety, the children's charity of Buffalo and Western New York. The doors were given as incentives to donors during this year's Variety Kids Telethon.

[Learn more about Variety by clicking here.](#)

