

THE RECORD

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\$1.25



Lori Schaeffer, Kenny Shaw and Edwin Grieve lead the Courtenay Elementary Choir in the singing of "Do It For The Kids," the traditional show-closing anthem for the Comox Valley Child Development Association Telethon. The \$111,388 seen on the tally board on the right is the second-highest total ever raised at the telethon, and only the second time in its 41-year history that it surpassed the \$100,000 mark.

PHOTO BY TERRY FARRELL

Banner year for CVCDA Telethon



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The Comox Valley did it for the kids once again – in near record-setting fashion.

The \$111,388 total posted on the tally board at the end of the 41st annual Comox Valley Child Development Association Telethon marked the second-highest total in the telethon's history, and only the second time ever

Sunday's event produces second-highest total ever

that the amount reached six digits.

"We always get great support, but to see \$111,000-plus was a fantastic surprise," said CVCDA executive director Joanne Schroeder.

The total is a 20 per cent jump from the 2015 total (\$92,408) which was, until Sunday, the second-highest total ever. Now it is a distant third.

"We are super excited," said Schroeder.

There were numerous notable donations, including an anonymous con-

tribution of \$7,000 announced in the final 15 minutes of the campaign.

"The Baynes Sound Lions came through once again, with their wheelbarrow, bringing in \$11,000; \$10,000 from McDonald's; \$5,000 from Rotaries, and all of the \$250, \$50, \$10 donations that came in all day... our phones were busier. It was just a great day," said Schroeder.

Whereas some years it takes a while to gain momentum, Schroeder said they started to sense something special early this time.

"I think around 3:30 or 4, when we looked at where we were at, we thought 'this is going better than expected.'

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