



PRESS RELEASE - EFFECTIVE IMMEDIATELY – 7th March 2012

Variety Sends the Love to Blue Pie Records !

Sydney – 7th March 2012 – Effective Immediately – Variety Sends the Love to Blue Pie Records!

We are extremely proud to receive a letter of thanks from David Small, CEO, Variety, the children's charity. We are glad to have made a difference to the lives of those children in need.

To Quote David Small - CEO " *I would like to extend our deep thanks to you and the teams at Blue Pie and the marketing team at Dealing With Destiny for the non stop support you have shown Variety. Your ongoing support in helping us to raise much needed funding for Australian children born with serious illness and disability. Without the kindness and generosity from companies such as Blue Pie and Dalifeys Films, Variety - the Children's Charity, would be unable to provide the special care we believe is not only valuable but vital for those children affected by illness or disability.*

So far we have been able to raise close to \$10,000 from the raffle of the car " Betsy" in the film and box office ticket sales that have been kindly donated and there is more to come from your marketing efforts with retailers like Coles and Woolworths and hopefully support from QANTAS and VIRGIN showing the film in their In-Flight systems. You have been very creative with this film and we look forward to working with you on any new film projects where you wish to donate proceeds to Variety. I would like to send special thanks to Paul and James Condoleon and Damien Reilly for jumping on board to help fund this cause and to get the business model over to us last year.

I want everyone involved to know the disadvantaged children of Australia are incredibly grateful.

Thankyou Damien, Paul and James and the teams at Blue Pie and Dalifey Films for your great work."

David Small | CEO | **Variety, the children's charity**

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ABOUT BLUE PIE THE RECORD LABEL:

www.bluepierecords.com

Blue Pie, the record label, is one of Australia's leading independent labels. Founded in the early 90's by Damien Reilly, the label has a wide and diverse range of alliances, global partnerships and proprietary technology that it makes available to all the companies artists, labels and content partners. These relationships combined with Blue Pie Productions, technology, systems and infrastructure allows Blue Pie's artists and labels to reach new and exciting fan bases and markets globally, increase their profits and most of drive and develop new revenues.

Blue Pie is proud to represent over 200 labels and over 3000 artists worldwide.

Blue Pie's artists include:

Dave Evans (AC/DC), Phil Manzanera (Roxy Music), Peter Dinklage, Headband, Tiny Tim, Sabrina Fustaire, Funky P, Suzanna Lubrano, Benjamin Hyatt, Tony Hatch (Grammy Winner), Serge Ermoll (ARIA WINNER), Dave Sharp, Dale Bozzio, Tommy Tutone, Peter & Gordon, Gordon Chambers (Grammy Winner), Barry Crocker & Janice Marie (Grammy Winner)

Blue Pie's label roster includes:

- Elektrik Blue Records USA (Blue Pie Label)
- Blue Pie USA (Blue Pie Label)
- Prime Records USA
- Rock Forever Records
- Reality Entertainment (For Australian and New Zealand)
- Globalev World Music
- Deluxe Records (Michael Browning's Label)
- Pride Music
- Concerthouse Music
- Holliday Entertainment
- Artist Development Network
- AIN Distributions and Music
- Sharkarts.
- Subsonic Records
- + Over 200 others. See our website for details.

Search on 'blue pie' in Google for more information.

For more information:

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