MEDIA ADVISORY

BC PLACE GLOWS RED FOR THE KIDS!

Vancouver, BC: The Northern Lights display at BC Place will be glowing red in support of the 47th Annual Variety Show of Hearts Telethon on February 16th and 17th.

BC Place is proud to support the Show of Hearts Telethon which raises funds for Variety – The Children's Charity. Variety's mission is to raise funds and distribute grants throughout British Columbia to inspire hope, enrich lives and build a better future for children who have special needs.

Variety has presented its signature Show of Hearts Telethon since 1965. Viewers donated almost $7 million last year, making it one of the most successful telethons to date. Watch Global BC on February 16th at 7:00pm & February 17th at 5:30pm, and call 310-KIDS or visit www.variety.bc.ca to donate.

Lighting Dates: **Friday, February 15 - Sunday, February 17**

Lighting Times: **MORNING - 6:00AM to sunrise**
EVENING - Sunset to 11:00PM

About the "Northern Lights" at BC Place
The stadium roof façade – known as the Northern Lights Display - uses 1700 'ETFE' panels, stacked four rows high, and 6,800 linear feet of energy-efficient LED lights to create customizable lighting displays. BC Place has used the entire roof to promote specific events (orange for BC Lions, blue for Vancouver Whitecaps FC), create seasonal and holiday displays, and generate awareness for community and charitable organizations.
Visit www.bcplace.com/roof-lights for more information.

For more information about BC Place, follow BC Place on Twitter @BCPlace or visit www.bcplace.com

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