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Variety Village, Justin Hines, Orange Lounge Recordings Collaboration Launches Viral Giving Initiative Utilizing New PDF Digital Technology

It will be a benchmark for the participating athletes, coaches and trainers and the world-renowned Variety Village fitness, sports training and life skills facility and for the young singer-songwriter and the thousands of children who will benefit from new PDF technology

/24-7PressRelease/ - HAILEYBURY, ON - July 25, 2008 - The PARASPORT SUMMER GAMES are the provincial championships for summer sport opportunities for Ontario athletes with physical disabilities. ORANGE LOUNGE RECORDINGS artist JUSTIN HINES takes the stage at the Opening Ceremonies of the 2008 Games on FRIDAY, JULY 25 at 12:30 PM at VARIETY VILLAGE, 3701 DANFORTH AVE., in Toronto.

It will be a benchmark moment not only for the more than 200 participating athletes, coaches and trainers and the world-renowned fitness, sports training and life skills facility, but also for the young singer-songwriter and the thousands of children who will benefit from a new use of PDF technology utilized in an innovative online paradigm of giving.

Beginning Friday, anyone with a computer can link directly to Variety-the Children's Charity (Ontario) website, make a donation and garner free and substantial rewards. Justin Hines, who has enjoyed a hit album and a number 1 single on iTunes this year, ("Wish You Well") will offer that tune and "April On The Ground", free of charge to everyone. Additionally, for a minimum donation of \$20, people can download his entire Sides album in the new, interactive PDF format as well as receive a tax receipt for their gift. The interactive album uses Adobe PDF technology, designed by Bob Connolly of pdfPictures, and is the first of its kind used by an entertainment artist. Variety, Hines and The Orange Lounge Recording Company have banded together to use Connolly's design and integrated creation to generate attention and raise funds by putting a new spin on the spirit of giving.

"This is a chance to give back and move forward," says Hines. "We didn't know how this would all come together but it looks like by spreading the gift of music we can also showcase the PDF digital album and, most importantly, raise some serious money for Variety's kids! It's exciting!"

This year is the second time in its history that the Ministry of Health Promotion has awarded Ontario's ParaSport Games to Variety Village and Variety is proud and prepared to stage another superior event. The ParaSport Summer Games include Track and Field, Boccia, Wheelchair Tennis, Paraequestrian, Powerlifting and Goalball events. Eleven elite Ontario athletes competing in these Games have already qualified to compete at the 2008 Beijing Paralympics in September. In addition to performing at the ParaSport Games opening ceremonies, Justin has been asked to perform 6 shows in China over a period of a month. Hines, who has a rare genetic condition called Larsen Syndrome, will interrupt production of his sophomore Orange Lounge Recording to make the trip to China.

Variety - The Children's Charity makes a significant impact in the spirit and lives of children with disabilities. Through its programs, young people come to recognize their own potential, experience what is possible and develop the skills to achieve their goals. It is dedicated to promoting inclusion and integration and strives to make all children more accepting of others.

Orange Lounge Recordings is a progressive Canadian-based entertainment and media company with state of the art production facilities that utilize cutting-edge Internet strategies with uncompromising principles.

pdfPictures is a world leader in rich media PDF, where video and virtual realities are embedded inside PDF files.

To donate to the Justin Hines/Variety/Orange Lounge Recordings viral fundraising campaign please visit respective websites

PDF album and images are available upon request. Interviews are being confirmed.

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