



FOR IMMEDIATE RELEASE

Variety – the Children’s Charity of Ontario Welcomes

Charlie Johnstone as New President and Chief Executive Officer

Scarborough, ON – January 6, 2025 – Variety – the Children’s Charity of Ontario is pleased to announce the appointment of Charlie Johnstone as the new CEO of Variety and Variety Village. Charlie officially assumes his role today at Variety Village, located in Cliffside, Scarborough.

A highly experienced and respected leader in sports marketing, Charlie most recently served as President and CEO of two of Canada’s most unique events: The Royal Agricultural Winter Fair and the Honda Indy Toronto. In these roles, he successfully developed strategic and financial initiatives that stabilized the organizations and facilitated their continued long-term growth.

Charlie’s skill set includes securing over \$50 million in corporate sponsorship support, more than \$25 million in government funding, and generating nearly \$10 million for various children’s charities across the Greater Toronto Area.

A graduate of the University of Waterloo and Wilfrid Laurier University, Charlie focused his studies on the intersection of sports marketing, business, health, and recreation.

“I am energized and motivated by the opportunity to join Variety Ontario,” Charlie stated. “I look forward to leveraging my extensive career in sport and recreation to benefit both our programs and patrons. Collaborating with the staff, volunteers, business partners, and Board of Directors, I am committed to ensuring the continued growth and success of the organization for the communities we serve.”

“Variety’s team is excited to welcome Charlie as the new CEO,” said Jordan Assaraf, Board Chair. “Charlie’s passion for making a positive impact aligns perfectly with our values. Over the last ten years, we have gained significant momentum, but there is still work to be done. I am confident that Charlie will lead us into an exciting future.”

About Variety – the Children’s Charity of Ontario

Variety – the Children’s Charity of Ontario is dedicated to empowering children and youth with disabilities by providing equal opportunities for participation in recreational and sports activities. Its flagship project, Variety Village, is a world-renowned sports training and fitness center that delivers specialized programs and services designed to create a level playing field for individuals of all abilities.



Variety Village fosters an inclusive environment where everyone can pursue their goals without intimidation or obstacles. With over 30 years of experience, it has established itself as a leader in integrated recreational programming, setting the benchmark for excellence in inclusive activities across Ontario. The organization values inclusivity, community engagement, and personal growth, encouraging individuals to actively participate alongside their peers.

Variety Village serves a diverse audience, including individuals, school groups, corporations, and community organizations, making it a cornerstone in the promotion of accessible fitness and sports training. Through its innovative programs, Variety continues to inspire and support children and youth in reaching their full potential.

For media inquiries or to speak with CEO Charlie Johnstone, please contact Variety's Communications Department to arrange a request or for more information.

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Variety - the Children's Charity and Variety Village

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