

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

August 22, 2023

United Way Simcoe Muskoka Providing Local Charities with opportunity to Fundraise to “New Heights” at this Year’s “Everest Challenge”

Town of the Blue Mountains, ON, August 22, 2023 - United Way Simcoe Muskoka is excited to share that it is one of the lead partners for this year’s Everest Challenge at Blue Mountain. On October 15, teams of 2-10 will come together to complete the challenge of climbing 29,092 feet – equivalent to the height of Mount Everest.

Funds raised will support United Way Simcoe Muskoka and the Blue Mountain Village Foundation’s efforts to strengthen communities.

“It is a fun way to give back to your community while getting active and enjoying the sites of Georgian Bay along the way,” said United Way Chief Executive and Philanthropy Officer Brian Shelley who participated in the event last year with the United We Climb team who raised over \$10,000.

There are several routes up the mountain with varying levels of difficulty. Climbers can choose to climb down after each venture up the hill or take the Blue Mountain gondola back down to “base camp.” Participants must be 10 years of age and up.

“Blue Mountain Village Foundation is so excited to be back for another year, this event is so important for us and raises much needed funds for our region”

In addition, to further support the charitable sector, United Way Simcoe Muskoka is giving local organizations the opportunity to raise funds to support their own mission through the event.

“Charities have been hit hard, with over half reporting a decline in revenue over the pandemic,” added Shelley, “That’s why United Way Simcoe Muskoka is offering charities the opportunity to sign up a team for this year’s Everest Challenge and retain 75% of the funds they raise. At the end of the day, this is what the United Way is all about – maximizing resources to have the greatest impact on the communities we serve.”

To learn more about this one-of-a-kind event, sign up a team, or donate to the Everest Challenge, visit: everestchallengeblue.ca/

Poverty touches most aspects of a person's life from food, shelter, and employment, to mental and physical well-being. United Way Simcoe Muskoka seeks to improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact. Through services such as the Urgent Needs Fund and by funding critical services throughout our communities, your United Way is ensuring that residents have the resources and assistance they need to unlock their full potential.

<https://uwsimcoemuskoka.ca/>

About Blue Mountain Village Foundation

Blue Mountain Village Foundation (BMVF) awards grants to charitable organizations in the South Georgian Bay Region (including Collingwood, Wasaga Beach, Stayner, Town of the Blue Mountains, Meaford, Duntroon, Singhampton, Kimberley & Creemore) whose programs & activities address social gaps in our community. Through community engagement & advocacy, program delivery, and fundraising, the BMVF supports areas of health, education, the arts, the environment, family support, recreation and more.

www.bluemountainvillage.ca/foundation

Media Inquiries

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