

## Media Release

**United Way Simcoe Muskoka**  
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UWSimcoeMuskoka.ca



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**FOR IMMEDIATE RELEASE**

**July 15, 2024**

### **Conquer the Everest Challenge: Adventure and Charity for United Way Simcoe Muskoka and Sunnybrook Health Sciences Centre**

**Oro-Medonte, ON, July 15, 2024** – Get ready for an exhilarating day of adventure and charity at the Everest Challenge on Sunday, October 6th, 2024. This unique event, taking place at the picturesque Horseshoe Resort in Horseshoe Valley, will see teams of climbers conquering the combined height of Mount Everest. Funds raised will support United Way Simcoe Muskoka and Sunnybrook Health Sciences Centre, the largest trauma center in Canada.

Teams of 2 to 10+ members will embark on a collective mission to climb Horseshoe Resort Mountain multiple times, reaching a cumulative height of 29,092 feet – equivalent to the height of Mount Everest. A team of four will make 24 ascents, a team of six will make 16 ascents, and a team of twelve will make 8 ascents. Participants can choose from four different routes to the summit, each offering unique views of Ontario’s breathtaking autumn colours. Each ascent will be celebrated with music, food, and fun activities at Basecamp 1, where a large screen will track team progress and tally summits.

“We are thrilled the Everest Challenge will be held at Horseshoe Resort this year,” said Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka. “This event not only promises an exciting adventure but also helps us to continue to support the most vulnerable in our region. Together we can reach new heights and make a difference.”

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

Don’t miss this chance to be part of an unforgettable adventure while making a positive impact in your community. Mark your calendars and prepare to conquer the Everest Challenge!

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#### **About United Way Simcoe Muskoka**

United Way Simcoe Muskoka is a local charity dedicated to bringing together people and organizations to meet community needs by tackling complex social issues. To learn more go to <https://uwsimcoemuskoka.ca/>

**Photo cutline:** United Way Simcoe Muskoka team celebrating their finish at the Everest Challenge October 2023.

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## **Media Inquiries**

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