

## Media Release

**United Way Simcoe Muskoka**  
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UWSimcoeMuskoka.ca



**FOR IMMEDIATE RELEASE**

**October 30, 2024**

### **United Way Simcoe Muskoka Introduces First Annual Novemburger Fundraiser**

*Grilling for Good from Bradford to Huntsville*

**Midhurst, October 30, 2024:** The ultimate burger extravaganza is coming this November! United Way of Simcoe Muskoka is excited to announce *Novemburger* – a month-long fundraiser that combines the joy of great food with the power of giving back. Throughout November, eight local restaurants will participate in this exciting initiative, each showcasing a unique burger creation.

Each burger purchased during the campaign contributes directly to the community, with **\$2 from every burger sold** going to the local United Way. Funds raised will help assist those experiencing food insecurity through the United Way's Urgent Needs Fund and their three-year Community Collaborative Projects.

"Novemburger is a delicious way for our communities to come together and make a meaningful impact," said Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka. "Every burger enjoyed supports programs helping vulnerable folks. It's a fun and creative way to give back, and we're excited to see the incredible burger creations our local restaurants have in store."

Participants can expect to see all kinds of innovative burgers, including the "Wake n Bacon"- two SZN'd smash patties with melted American cheese topped with maple syrup glazed bacon and crispy onions in between a toasted apple fritter doughnut or "Frosty's Double Smash Burger" - double smash burgers stacked with mac & cheese bites, bacon, jumbo onion rings, double cheese, lettuce, tomato & onion on a brioche bun. Whether it's adventurous toppings or creative twists on classic recipes, restaurants will push the boundaries to win over food lovers. Some of the local establishments participating include:

- Perfect Szn Eatery & Pub - 100 Dissette St #1, Bradford and 353 Anne St N #5, Barrie
- The Lockerroom Sports Bar & Grill - 201 Cundles Rd E, Barrie
- Poppi's Italian Eatery - 122 Ramillies Rd, Borden
- South Muskoka Curling and Golf - 10 Golf Course Rd, Bracebridge
- Frosty Pint Pub - 110 Ferguson Rd, Gravenhurst
- Bracebridge Barrelhouse - 295 Wellington St Unit #15, Bracebridge
- Huntsville Brewhouse - 59 Main St E #1a, Huntsville

Novemburger isn't just about celebrating great food – it's about strengthening the community. Through this campaign, United Way Simcoe Muskoka aims to raise both awareness and funds for food security issues. The campaign builds on the success of United Way Thunder Bay's version, which has run for the past five years and inspired nine other United Ways across Canada to host similar events this year.

Novemburger continues throughout the entire month of November! To learn more visit - <https://uwsimcoemuskoka.ca/novemburger/>

## **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:** Novemburger graphic

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## **Media Inquiries**

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