



SOUTH ST. BURGER CO. COOKS UP SOME FUNDS FOR THE HERBIE FUND

On June 6, 2008, South St. Burger Co. was grilling up some burgers at the Sick Kids Herbie Day in front of The Hospital for Sick Children. As a sponsor of Herbie Day, South St. Burger Co. donated the BBQ lunch and was offering fresh 1/3 lb patties made with 100% Canadian beef and veggie burgers. In addition to the burgers themselves, South St. Burger Co. took the BBQ gourmet with the availability of their familiar signature toppings like mango chutney, peach salsa and Dijon horseradish that take burgers to the next level. All sales from the BBQ lunch were contributed directly to the Herbie Fund. During the course of the BBQ, South St. Burger Co. was in high demand, selling more than 1,250 burgers. Overall, Herbie Day raised \$181,374 for the Herbie Fund.

The Herbie Fund (www.herbiefund.com) was established by Paul Godfrey (former chair of Metropolitan Toronto) and his wife Gina, in response to the needs of Herbie Quinones and children like him who needed help to cover the costs of special treatments at The Hospital for Sick Children. They believed that every child should have access to medical care, no matter where they lived or how much money they had. Herbie Day, a fundraising event for the Herbie Fund was started in 2006 with the support of Gord Martineau and Citytv.

South St. Burger Co. is proud to have participated in the success of the third annual Herbie Day. For those who weren't able to make it to the Herbie Day BBQ, information on local South St. Burger Co. restaurants can also be found at www.southstburger.com.

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