



UNITED WAY
Perry County



Invitation to Participate in Perry County's 1st Annual Burger Week!

Dear Community Member,

We are thrilled to invite you to participate in the **1st Annual Perry County Burger Week**, modeled after the successful Burger Week event in Owensboro, KY! This exciting event will take place **June 2nd – June 8th**, celebrating our local restaurants while raising funds for a great cause—the **United Way of Perry County's Literacy Fund**.

What is Burger Week?

Burger Week is a community-driven event where participating restaurants create a **unique, delicious burger** for the duration of the event. The goal is to encourage residents and visitors to explore local dining while supporting a meaningful cause. A portion of the proceeds from each Burger Week burger sold will be donated to the **United Way of Perry County's Literacy Fund**, helping to provide books and literacy programs for children in our community.

How Does It Work for Restaurants?

By signing up for Burger Week, you agree to:

- ✓ **Create a signature burger**—something exciting that showcases your culinary creativity – we also have creations created by Tell City Culinary Arts Students if you wish to choose one of their creations.
- ✓ **Offer this burger** for the full duration of Burger Week.
- ✓ **Track burger sales** and donate **\$1.00 burger sold** to the Literacy Fund.
- ✓ **Promote the event** through your social media and in-house marketing (we will promote on your behalf as well).
- ✓ **Encourage customers to vote** for the **People's Choice Best Burger** award.

How Will the Judging Work?

1. **People's Choice Award:** Customers will have the opportunity to vote for their favorite Burger Week burger via an online form or in-store QR codes.
2. **Judge's Panel:** A select panel of local judges will visit participating restaurants and score burgers based on taste, creativity, and presentation.
3. **Winners Announced:** Awards for **Best Overall Burger** and **People's Choice** will be announced at the end of the event, with winners receiving recognition and a special **Burger Week Champion Trophy!**



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Why Participate?

- ✓ **Boost Your Business:** Increased foot traffic and exposure throughout the week.
- ✓ **Community Engagement:** Be part of a county-wide event that brings people together!
- ✓ **Support Literacy:** Your participation directly benefits children and families through our literacy initiatives.
- ✓ **Bragging Rights:** Compete for the title of **Best Burger in Perry County!**

We hope you'll join us in making the **1st Annual Perry County Burger Week** a huge success! To sign up, please complete the form at <https://forms.gle/y9QU3bemhDxZUTfG8> or scan the QR Code Below



If you have any questions, feel free to reach out. We can't wait to see what mouthwatering creations you come up with!

Best regards,

Lacy Litherland

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