

TICKETS ARE ON SALE FOR THE FIFTH ANNUAL BURGER BRAWL
***60+ Restaurants Compete to win Best Burger and Raise Funds To Increase Literacy
Through Technology for Philadelphia Children***

WHO: Rob and Maggie Wasserman

WHAT: The Fifth Annual Burger Brawl The Burger Brawl funds literacy programming through technology for Philadelphia's underserved children in public elementary schools. The event has raised more than \$500,000 in the last four years for the cause.

WHEN: Sunday, June 14 from 3:00-6:00 p.m.

WHERE: Xfinity Live, 1100 Pattison Avenue, Philadelphia, PA 19148

COMPETITORS:

Aldine, Baby Blues BBQ, Bank & Bourbon, Barbuzzo, Bareburger, Beast and Ale, Bierstube, Blue Duck Sandwich Co., Bridget Foy's, Brigid's, Brittingham's, Bru Craft & Wurst, Butcher and Singer, Circles, The Dandelion, Davio's Northern Italian Steakhouse, Dettera, Dog and Bull House, Ela, Eulogy Belgian Tavern, Fat Jack's BBQ, Good Dog, Harvest Seasonal Grill, Hip City Veg, The Industry, Iron Hill Brewery, Jerry's Bar, JJ Bootleggers, Kildare's Irish Pub, La Peg, Lo Spiedo, London Grill, Lucky's Last Chance, Masters Bar & Restaurant, Misconduct Tavern, New Wave Café, Nick's Roast Beef in Old City, P'Unk Burger, Pacific Prime, Parc, Paesanos, Prime Stache, Red Star Craft House, Rex 1516, Rogues Gallery Bar, Smiths, South Bowl, Spot Burgers, Taproom on 19th, Tredici, Twisted Tail, Village Whiskey, Vintage Wine Bar and Zavala. Rouge and 500 Degrees will participate but will not compete.

TICKETS: \$35 for general admission, \$100 for VIP. Open to all ages. Free for children 10 and under. Tickets are available at www.phillyburgerbrawl.com

WHY: Rob and Maggie Wasserman founded the Philadelphia Burger Brawl five years ago. The event began as a neighborhood fundraiser for the Wasserman's children's school, The William M. Meredith Elementary School. Five years ago, their goal was to gather a few restaurant industry friends to create a small event at Fleisher Art Memorial that would eventually fund a new computer lab for Meredith. Burger Brawl soon outgrew Fleisher and moved in 2014 to the Xfinity Live! Complex. More than 3,000 people attended and more than 50 restaurants participated. This year, Burger Brawl anticipates 5,000 attendees and has set even

higher goals after funding three computer labs. The Wassermans have partnered with the Olitsky Family Foundation, The School District of Philadelphia, and the AIM Academy to fund a four-year pilot program that will apply the private school model developed by the Academy In Manayunk (AIM), which utilizes technology to establish literacy in elementary age children. This groundbreaking program will serve as a catalyst to drastically improve the education process for Philadelphia's children.

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