



JANUARY 2026

DEAR RESTAURANT OWNER OR MANAGER,

The Battle of The BURGER is back, running from March 1-31, 2026!

HOW IT WORKS

Your restaurant will concoct a creative burger offering and run it on your menu for the month of March. Your restaurant will then donate a minimum of \$1 for every burger sold to The Jennifer Collins Classic. Participants indulging in Battle of The BURGER will enter a ballot on our website (jennifercollinsclassic.com) for their chance to win the grand prize (prize to be determined).

In return, your restaurant's burger will be featured on The Jennifer Collins Classic website and your logo and participation will be highlighted on all Jennifer Collins Classic social media pages leading up to and during the Battle. Additionally, we'll provide your restaurant with posters and tent cards for in-restaurant promotion.

We'll do our very best to help drive traffic to your restaurant—and your burger—during the month of March. If you're interested in participating, please contact me by phone or email by Friday, January 31, 2026. To be included in the Battle, your burger details and a high-resolution photo must be submitted by no later than Sunday, February 15, 2026.

ABOUT THE JENNIFER COLLINS CLASSIC

The Jennifer Collins Classic—formerly known as The BURG Classic—is an annual, volunteer-run community event featuring recreational hockey and golf tournaments, as well as social events. The events aim to raise funds for individuals in and around Lunenburg facing financial hardship due to life-altering circumstances. 100% of proceeds are returned to the local community. To date, the JC Classic has raised over \$530,000 for the community.

Thank you for your time, and we hope to hear from you soon.

Sincerely,

Lisa Tanner

Jennifer Collins Classic Fundraising Committee
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