

## Free is a beautiful thing as Harvey's celebrates its 50th Birthday with National Hamburger Day

- Enjoy Ontario's Best Tasting Burger(\*), topped just the way you like it! -TORONTO, May 19 /CNW/ - Burger lovers rejoice! Harvey's is hosting its third annual and first national Hamburger Day to kick off the celebration of their 50th Birthday and to thank guests for their loyalty. On May 24th, from 10:30 a.m. to 3:00 p.m., Canadians are invited to visit participating Harvey's locations to experience Ontario's Best Tasting Burger(\*) topped just the way they like it... for free.

"It's our 50th Birthday and we want Canadians right across the country to experience Canada's best tasting burger for free," says Frank Hennessey, president of Harvey's. "To date, we've served more than 500,000 free burgers on Hamburger Day and we want to keep that number climbing. So, we invite all Canadians to come out for some economic relief and help us kick-off another 50 years with a burger topped just the way they like, on us."

Not only is Harvey's Hamburger Day now national, but Harvey's is also introducing The Gift Burger to celebrate its 50th Birthday all summer long. Purchase any Harvey's hamburger between May 25th and August 2nd and get a free Harvey's Original Hamburger on the next visit. A History of Great Taste

Harvey's has been making custom-made hamburgers for Canadians since 1959 and is the only home-grown national hamburger chain in Canada. Giving the customer exactly what they want has always been at the forefront of the chain's mandate - from grilled patties to a wide array of fresh toppings garnished in front of each guest - Harvey's knows what it takes to make the best tasting burgers.

Over the past 50 years, Harvey's has custom-made more than 900 million burgers, topping them with 16,092,000 litres of ketchup and 101,258,100 litres of pickles. Ketchup has remained the favourite garnish with 35 per cent of burgers sporting red, but Harvey's keeps up with guests' changing tastes, and has introduced new garnishes over the years. In 2006, both BBQ sauce and hot sauce were added to the garnish line-up.

### About Harvey's

Harvey's has 269 restaurants nationwide and plans to open another 20 restaurants by 2010. Harvey's serves more than 35 million grilled burgers to their guests each year and has served over 900 million burgers since opening in 1959. Harvey's is a division of Cara Operations Limited, Canada's leading integrated restaurant company. Cara is a privately owned company. Visit [www.harveys.ca](http://www.harveys.ca) for more information.

(\*)In an online study conducted by IPSOS Reid in April 2009 among 669 Ontario residents 18 years or older, Harvey's was chosen most often for having the best tasting burger amongst major fast food burger restaurants.

### For further information:

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