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**For Immediate Release**

Contact Joanna Loomis, Director of Development

## **Paying It Forward: Wayback Burgers Manager to Give Back to His Community and the Watertown Urban Mission**

15% of Sales at the Evans Mills Wayback Burgers Location between 5 p.m. and 9 p.m. on September 22<sup>nd</sup>, 2015 to Benefit the Mission

WATERTOWN (September 18, 2015) – When Shane M. Barr, the manager of the Wayback Burgers in Evans Mills, was asked by his corporate offices if he would like to hold a fundraiser for a local cause, he quickly chose the Watertown Urban Mission as a recipient.

“I knew right away I wanted to help the Watertown Urban Mission,” Mr. Barr told the Mission’s director of development, Joanna J. Loomis. Now the manager of the Evans Mills location of the national chain that specializes in hand-made burgers and made-to-order milkshakes, Mr. Barr was hired by Wayback Burgers in 2012 as a crewperson at the Salmon Run Mall location, and has since worked his way up to his current position.

While on the surface, Mr. Barr’s rise through the ranks appears to be an example of the American Dream, his journey has been complicated by several serious obstacles. In 2007, he and his family of five were devastated when their home was destroyed by a fire. “It was me, my wife, and my three children,” said Mr. Barr, who stated his children were ages 10, 12, and 14 at the time. Mr. Barr said he and his family got initial assistance from the American Red Cross, who then referred him to the Watertown Urban Mission. “It was easy to come into the Mission,” said Mr. Barr about his first visit to the organization. “I couldn’t believe it. The Mission helped us with clothes, dishes, and furniture to replace what we had lost in the fire. They gave us food; they even gave us milk coupons.”

Having gotten the help they needed, Mr. Barr and his family were able to start to return to life as normal, until 2011 when their family vehicle broke down. “We lived outside the city [of Watertown], and with no car we couldn’t get back and forth to work to pay for our other bills,” he said. “Cabs were expensive, and we didn’t have the money for a down payment on even a used vehicle at the time. Then someone told us about the Mission’s Wheels for Work program.” Mr. Barr said he was elated when his family was provided with a mini-van through the program, which he then was able to use to go to work. “It was an amazing experience, and it was a really good vehicle for us.”

Mr. Barr says he wanted to approach the Watertown Urban Mission to see if they would be interested in being the recipient of a fundraising event at Wayback Burgers “because they helped me several times over the years, when I didn’t know where else to turn.” The Mission’s executive director, Erika F. Flint, stated the organization is grateful for the Wayback Burgers fundraising night. “We are so thankful for Wayback Burgers’

## Your Watertown Urban Mission News continued...

support. Furthermore, we are deeply moved that Mr. Barr, a person whom this organization was able to help in the past, has in turn decided to give back and help others. This exemplifies the spirit of compassion that we at the Mission believe is so important to the strength, hope, and dignity of our community.” She added, “Too often, people like Mr. Barr and his family are faced with hardship and find themselves without hope. Support from businesses like Wayback Burgers helps make it possible for these families to receive the help they need to get back on track.”

The Wayback Burgers fundraising event will be held between 5:00 p.m. and 9:00 p.m. on Tuesday, September 22, 2015. During that time, 15% off all sales made at the Wayback Burgers location on 26455 Johnson Road, Evans Mills, will be donated to the Watertown Urban Mission. To learn more about the Watertown Urban Mission, visit [www.WatertownUrbanMission.com](http://www.WatertownUrbanMission.com), [www.Facebook.com/YourMission](http://www.Facebook.com/YourMission), visit them at 247 Factory Street in Watertown, or call (315) 782-8440. For more information about Wayback Burgers, visit [www.WaybackBurgers.com](http://www.WaybackBurgers.com).

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