

FOR IMMEDIATE RELEASE

Bun B, Trill Burgers team up with CJ Stroud Foundation for “12 Days of Trillmas” toy drive benefitting Lily’s Toy Box

Bring a new, unwrapped toy for a free Baby G burger and daily prizes from Dec. 12-23

HOUSTON (Dec. 11, 2024) – Houston rap legend and restaurateur **Bun B** is teaming up with the **CJ Stroud Foundation** for the second annual **12 Days of Trillmas**. Starting Thursday, Dec. 12, the festive event will feature a holiday toy drive benefitting **Lily’s Toy Box**, a local nonprofit dedicated to providing new toys, books and other gifts to children going through difficult times.

From Dec. 12-23, anyone who brings a new, wrapped toy to Trill Burgers’ brick-and-mortar location (3607 S Shepherd Dr.) will receive one free **Baby G Burger** (single-patty smashburger topped with Trill Sauce, caramelized onions, pickles and American cheese) and will be eligible for a daily 12 Days of Trillmas giveaway.

“We had a great time launching the 12 Days of Trillmas in 2023, and we’re thrilled to bring it back bigger and better this year with the CJ Stroud Foundation,” Bun B said. “Houston, we know how generous you are, so be sure to bring a new, unwrapped toy to Trill Burgers between Dec. 12 and 23 so we can spread that holiday cheer throughout our community with Lily’s Toy Box.”

Giveaway items will be announced each day on Trill Burgers’ social media channels (@trillburgers), ranging from Trill Burgers merchandise to Houston Texans tickets, an autographed CJ Stroud jersey and prizes from local businesses including PURPLE, Cactus Music, Sneaker Summit, Star Pizza and U.S. Coins & Jewelry. Guests eligible for the daily giveaway will be able to scan a QR code at the Trill Burgers register to secure their raffle submission.

CJ Stroud Foundation President Kimberly Stroud added “people help people, let’s make a difference together, Houston!”

Trill Burgers is open daily in-store from 11 a.m. to 9 p.m. and until midnight in the drive-thru. The Montrose restaurant will close at 4 p.m. Dec. 24 and will be closed on Dec. 25.

ABOUT TRILL BURGERS

Bun B’s Trill Burgers began as a Houston-based pop-up in 2021, making the rounds all over the city. For the next two years, Trill Burgers made its way across the country, appearing at popular events including Coachella, Rolling Loud and ComplexCon. In 2022, Trill Burgers competed in Good Morning America’s “Best Burger in America” contest, taking home the crown as America’s favorite burger. Nearly one year later, Trill Burgers opened its first brick-and-mortar location in Houston’s Montrose neighborhood at 3607 S Shepherd Dr. Today, Trill Burgers serves at NRG Stadium, Shell Energy Stadium and TDECU Stadium, and is looking to expand further in the Lone

Star State, with two new Houston-area locations announced for 2025 in Spring and Missouri City. Trill Burgers has been enjoyed by notables including Travis Scott, Johnny Manziel, Vince Young, Drake, DJ Khaled, Ludacris, Tyler the Creator, Mike Tyson and Ken Griffey Jr. For more information, visit www.trill-burgers.com.