



FOR MORE MEDIA INFORMATION
TORI ANDREWS • ALYSSA AUGER
THE ZIMMERMAN AGENCY
(850) 668-2222 • FIREHOUSESUBS@ZIMMERMAN.COM

FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION ADVANCES LIFE-SAVING MISSION APPROVING MORE THAN \$1.3 MILLION IN QUARTERLY GRANTS

Reaches milestone achievement of more than \$25 million to hometown heroes

JACKSONVILLE, Fla. – April 17, 2017 – Firehouse Subs Public Safety Foundation® recently approved 78 second quarter grants, totaling more than \$1.3 million worth of life-saving equipment to first responders and public safety organizations across the nation. Since inception in 2005, the Foundation has now awarded more than \$25 million in 46 states, Puerto Rico and Canada.

This past quarter, the Foundation was able to allocate an additional \$85,000 thanks to guests dining in Firehouse Subs restaurants. The franchise and its founders, both former firefighters, have promised a minimum of \$1 million to the Foundation by donating a portion of every purchase made at any U.S. Firehouse Subs location.

“This year, our Foundation will be able to award grants that would not have been possible before,” said Robin Peters, Firehouse Subs Public Safety Foundation executive director. “We have already been able to grant extrication tools, basic bunker gear including coats, pants and helmets, and thermal imaging cameras. These are critical tools that no department should be without, all because Firehouse Subs guests are purchasing their favorite sub.”

In addition, the Foundation continues to work towards its goal of ensuring an Automated External Defibrillator (AED) is in every police cruiser. According to studies by the American Heart Association, using an AED within three to five minutes of a victim’s heart stopping improves odds of survival by nearly 70 percent. Of the 78 grants approved this quarter, 35 were for AEDs, bringing the total number donated to 2,600.

“Many times police officers are the first, first responders to the scene of an emergency,” said Sheriff Mike Williams, Jacksonville Sheriff’s Office. “And many of their vehicles are not equipped with this life-saving device. These AEDs will have an immediate impact.”

Firehouse Subs Public Safety Foundation was founded in 2005 in the aftermath of Hurricane Katrina, when Firehouse Subs co-founders, Chris Sorensen and Robin Sorensen, traveled to Mississippi where they provided food to first responders and survivors. As they traveled back to Florida, they knew they could do more and Firehouse Subs Public Safety Foundation was born with the mission of providing funding, life-saving equipment and educational opportunities to first responders and public safety organizations. Since its inception, the non-profit organization has given more than \$25 million to hometown heroes in 46 states, Puerto Rico and Canada via 2,819 total grants.

Each restaurant recycles leftover, five-gallon buckets, available to guests for a \$2 donation to the Foundation. Donation canisters on register counters collect spare change, while the Round Up Program allows guests to “round up” their bill to the nearest dollar. Grant allocations are made possible thanks to the overwhelming support of Firehouse Subs restaurants and generous donors.

Firehouse Subs Public Safety Foundation (Foundation) is also the beneficiary of a Charitable Sales Promotion where Firehouse of America (FOA) will donate to the Foundation a sum equivalent to 0.13% of all gross sales with a minimum donation of \$1,000,000 through December 31, 2017.

###

Connect:

Facebook: [Facebook.com/FirehouseSubsFoundation](https://www.facebook.com/FirehouseSubsFoundation)

Twitter: @savinglives

Website: www.firehousesubsfoundation.org