



FOR MORE MEDIA INFORMATION

ALYSSA AUGER • TORI ANDREWS

THE ZIMMERMAN AGENCY

(850) 668-2222 • FIREHOUSESUBS@ZIMMERMAN.COM

MORE THAN \$20,000 WORTH OF LIFE-SAVING EQUIPMENT AWARDED TO MOUNT PLEASANT POLICE DEPARTMENT

MOUNT PLEASANT, Wis. – Continuing its mission of supporting hometown heroes, Firehouse Subs Public Safety Foundation will celebrate \$20,979 worth of life-saving equipment awarded to Mount Pleasant Police Department during a press event at **10:30 a.m. on Thursday, Sept. 7** at the Racine Firehouse Subs restaurant located at **6012 Washington Ave. Mount Pleasant, Wis. 53406**.

The event will incorporate a donation ceremony, as well as live demonstrations from receiving organizations, explaining the importance of the equipment and how it will be used to save lives. Mount Pleasant residents and Firehouse Subs guests are invited to join the celebration and see firsthand how their generous contributions have come full circle to provide much needed equipment in their community.

“We want to thank all of the donors that help our organization provide these life-saving tools,” said Firehouse Subs Public Safety Foundation Executive Director Robin Peters. “Our first responders are our heroes and we want to be sure they have what they need to protect their communities.”

The below encapsulates the grant award being celebrated at the Sept. 7 event, including a brief description of equipment use and value:

- **Mount Pleasant Police Department** received a speed monitoring awareness radar trailer (SMART) and accessories valued at \$20,979. According to a report by the Wisconsin Department of Motor Vehicles (DMV), 4,145 accidents occurred in Racine County last year, with a large portion resulting in serious injuries. The awarded equipment will increase speed awareness and traffic compliance, reducing unsafe driving habits in the community.

“The Mount Pleasant Police Department is very pleased to accept the donation from Firehouse Subs Public Safety Foundation,” said Police Chief Tim Zarzecki. “This equipment

will be used to educate the driving public on speed awareness and hopefully make our community a safer place when traveling on the roads. Firehouse Subs is a great partner in our community and a strong supporter of fire and police departments across the United States. It is through the Firehouse Subs Public Safety Foundation and donations like this that allow the purchase of equipment that is oftentimes very difficult with limited municipal budgets.”

Event attendees include local police officers, as well as Firehouse Subs Public Safety Foundation Executive Director Robin Peters, Firehouse Subs Area Representative Eric Erwin and Firehouse Subs Franchisees Jason Jaramillo and Iram Cruz.

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 granted more than \$28 million to hometown heroes in 46 states, Puerto Rico and Canada, including more than \$299,000 in Wisconsin.

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.

###

Connect:

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

Twitter: @savinglives

Website: www.firehousesubsfoundation.org