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MORE THAN \$17,000 WORTH OF LIFE-SAVING EQUIPMENT AWARDED TO SOUTH BELOIT AND BRODHEAD POLICE DEPARTMENTS

BELOIT, Wis. – Continuing its mission of supporting hometown heroes, Firehouse Subs Public Safety Foundation will celebrate \$17,690 worth of life-saving equipment grants awarded to South Beloit Police Department and Brodhead Police Department during a press event at **2:30 p.m. on Thursday, Sept. 7** at the Firehouse Subs restaurant located at **2787 Milwaukee Road, Beloit, Wis. 53511**.

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. Beloit 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.

“Giving back to our first responders is the primary goal of the Foundation,” said Firehouse Subs Public Safety Foundation Executive Director Robin Peters. “We’re in a very fortunate position that allows us to work together with Firehouse Subs restaurants to raise funds that help provide life-saving equipment locally and throughout the country. Thanks to the generosity of so many people, we’re able to make a difference.”

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

- **South Beloit Police Department** received three automated external defibrillators (AEDs) and a housing cabinet worth a combined \$4,690. Two of the awarded AEDs will be placed into police cruisers, while the third will be permanently mounted inside City Hall, replacing outdated equipment and helping ensure the department is prepared to provide medical assistance if an individual goes into cardiac arrest.

- **Brodhead Police Department** received a police service dog (K9) valued at \$13,000. The new dog will serve the community by locating dangerous narcotics, tracking and locating missing persons and criminal suspects, conducting article searches and performing demonstrations to help build a strong bond between law enforcement and the community.

"It is through the gracious generosity of the Firehouse Subs Public Safety Foundation that the South Beloit Police Department was able to acquire three AEDs," said South Beloit Police Department Chief Dean Steigemeiger. "We are extremely grateful to have been awarded this grant, as this is yet another tool that our police department has at its disposal to keep our community safe."

"Thanks to Firehouse Subs Public Safety Foundation, we are able to obtain our first department K9," said Brodhead Police Officer Brian Bennett. "What this means to our department is officer safety, community services and protection, and providing a safer environment for our citizens."

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 Franchisee Joe Fallin.

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.

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