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## **MORE THAN \$52,000 WORTH OF LIFESAVING EQUIPMENT AWARDED TO EAST WISCONSIN FIREFIGHTERS**

WEST BEND, Wis. – Continuing its mission of impacting the lifesaving capabilities and the lives of local heroes and their communities, Firehouse Subs Public Safety Foundation will celebrate \$52,147 worth of lifesaving equipment grants awarded to three local fire departments during a press event at **2 p.m. on Wednesday, Sept. 26, 2018** at the Firehouse Subs restaurant located at 1733 S. Main St. West Bend, Wis. 53095.

“It feels great to be able to give back to those who put their lives on the line to protect us,” said Firehouse Subs Public Safety Foundation Executive Director Robin Peters. “People don’t realize first responders often lack the funds needed to purchase necessary equipment, and we’re thankful for the generous contributions from our donors because it allows us to provide this assistance through the Foundation.”

The event will feature live demonstrations from local firefighters, explaining the importance of the equipment and how it will be used to save lives. 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.

**The below encapsulates each grant award being celebrated at the Sept. 26 event, including a brief description of equipment use and value:**

- **Glenbeulah Fire Department** received an all-terrain vehicle (ATV) and accessories valued at \$14,673. The awarded ATV will be used during search and rescue missions, as well as for wildfire suppression in areas impassable by traditional emergency vehicles, allowing firefighters to quickly reach the scene of emergencies and provide medical and firefighting assistance.
- **Town of Sheboygan Falls Fire Department** received rescue equipment and a thermal imaging camera valued at \$16,919. The awarded equipment will assist the Rapid Intervention Team by allowing firefighters to quickly detect body heat and hot spots in burning buildings, locate victims and provide lifesaving assistance.
- **West Bend Fire Department** received four video laryngoscopes, a ventilator and four cardiac monitor brackets worth a combined \$20,555. The awarded laryngoscopes will provide an efficient line of sight during intubation, while the ventilators will deliver uninterrupted ventilation at a constant rate, improving chances of survival for patients suffering from respiratory and cardiac trauma. The awarded brackets will secure ambulance monitors during transport.

Event attendees include: local firefighters, Firehouse Subs Public Safety Foundation Executive Director Robin Peters, Firehouse Subs Area Representative Eric Erwin and Firehouse Subs Franchisees Bob Erickson and Sharon Erickson.

Firehouse Subs Public Safety Foundation was founded in 2005 in the aftermath of Hurricane Katrina, when Firehouse Subs 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, lifesaving equipment and educational opportunities to first responders and public safety organizations. Since its inception, the non-profit organization has granted more than \$35 million to hometown heroes in 47 states, Puerto Rico and Canada, including more than \$492,000 in Wisconsin.

Grant allocations are made possible thanks to the overwhelming support of Firehouse Subs restaurants and generous donors. 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. The 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 \$1MM through December 31, 2018. To donate online and support Firehouse Subs Public Safety Foundation, visit [FirehouseSubsFoundation.org](http://FirehouseSubsFoundation.org).

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