



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

FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION AND FIREHOUSE SUBS GUESTS IMPACT PUBLIC SAFETY, SAVE LIVES

More than \$8.5 million in donations proves enjoying more subs saves more lives

JACKSONVILLE, Fla. – The **Firehouse Subs Public Safety Foundation®** rings in the New Year celebrating the outstanding achievements of 2018. Furthering its mission of impacting the lifesaving capabilities and the lives of local heroes and their communities, the non-profit 501(c)(3) proudly **donated more than \$8.5 million to public safety organizations** in 43 states and Puerto Rico last year.

Funds were allocated to a total of 534 fire and police departments, schools and community centers in the form of lifesaving equipment grants addressing a diverse range of requests, from inflatable boats to aid in natural disasters, to all-terrain vehicles (ATVs) for search and rescue missions. Recognizing a need to better protect first responders, the Foundation also approved protective equipment grant awards, including particulate blocking hoods and personal protective gear, which provide protection against contact with cancer-causing chemicals.

While the exact number of lives saved and enhanced by the donations is unquantifiable, 2018 brimmed with lifesaving testimonials, shedding light on the tangible impact of the Foundation's work:

- When a high school student in Rose Hill, N.C., collapsed during gym class, the physical education teacher – who happened to be the student's father – started CPR immediately. The school nurse followed, utilizing an automated external defibrillator (AED) donated by the Foundation to save the student's life.
- In Kansas, weeks after receiving a set of extrication equipment from the Foundation, the Valley Center Fire Department was called to the scene of an

accident; a truck was wedged against a tree with the driver's legs pinned under the dashboard. The new spreader and cutter were put to use, and firefighters were able to safely and efficiently extricate the patient from the vehicle.

"Every penny counts," said Firehouse Subs Public Safety Foundation Executive Director Robin Peters. "Thanks to more than \$1 million from Firehouse of America in 2018 and support from donors nationwide, the Foundation has made a measurable impact on public safety. Through our equipment donations, we're able to support the men and women who dedicate their lives to protecting ours."

The dollars for these grants come from in-restaurant recycled pickle bucket sales, donation canisters and the Round Up program, which allows Firehouse Subs guests to "round up" their order to the nearest dollar. The Foundation is also the beneficiary of a charitable sales campaign, in which the Firehouse Subs brand's franchisor, Firehouse of America (FOA) LLC, donates a sum of all gross sales, ensuring a portion of every purchase at every Firehouse Subs restaurant supports the Foundation's lifesaving mission. Since 2017, FOA contributions have benefited 101 departments in need, including Valley Center Fire Department. With the extension of the campaign into 2019 along with continued brand growth, the Foundation and Firehouse Subs hope to make an even larger impact this year.

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 returned home, 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 \$40 million to hometown heroes in 48 states, Puerto Rico and Canada.

To donate online and support Firehouse Subs Public Safety Foundation, visit FirehouseSubsFoundation.org.

###

Connect:

Facebook: Facebook.com/FirehouseSubsFoundation

Twitter: @savinglives

Website: www.firehousesubsfoundation.org