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## **FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION SUPPORTS VETERANS AND AIDS DISASTER RELIEF**

*Non-profit donates \$25,000 to Team Rubicon*

SANTA MONICA, Calif. – Continuing its mission of impacting the lifesaving capabilities and the lives of local heroes, the Firehouse Subs Public Safety Foundation is celebrating a \$25,000 grant awarded to non-profit organization Team Rubicon, which aims to unite the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams. The dedication ceremony, taking place on **Monday, March 11, at 10:30 a.m.** at the Firehouse Subs on 1902 Lincoln Blvd, will highlight the community impact of donations collected at local Firehouse Subs restaurants.

The \$25,000 donation to Team Rubicon will be allocated to its general operating fund, which includes disaster relief operations, volunteer recruitment and training, and building staff capacity. Team Rubicon's volunteer base is largely comprised of veterans, and the organization helps them rediscover their sense of purpose, identity, and community, all while aiding a healthy transition back to civilian life. In 2018, Team Rubicon leaders and hometown heroes provided more than \$5 million of volunteer labor across more than 175,700 hours of disaster relief operations.

"The Foundation and Team Rubicon's commitment to disaster relief and veteran support really brought the two organizations together," said Firehouse Subs Public Safety Foundation Executive Director Robin Peters. "Team Rubicon is dedicated to improving the lives of disaster survivors and our hometown heroes, and we're thrilled to support its mission."

Disaster relief is an area of funding for the Foundation, harking back to its inception. In 2005, Firehouse Subs and Firehouse Subs Public Safety Foundation co-

founders Chris Sorensen and Robin Sorensen traveled to Pearlinton, Mississippi in the wake of Hurricane Katrina; providing hot, hearty meals to first responders was their original mission, but upon witnessing the loss and devastation, they wanted to do more. For the last thirteen years, the Foundation has supported public safety organizations and disaster relief efforts, most recently with donations to the American Red Cross after Hurricane Florence struck the Carolinas and record-breaking wildfires ravaged the Pacific Northwest. Inflatable rescue boats and all-terrain vehicles (ATVs) are among equipment frequently donated directly to first responders to aid relief efforts.

Military and veteran support represents another area of importance to the Foundation; every year, for one week surrounding Veterans Day, the Foundation designates all in-restaurant fundraising to its military fund, which helps provide programs, services, and adaptive tools to enhance the quality of life for veterans injured in the line of duty.

The Foundation is able to continue its mission and support public safety organizations thanks to Foundation donors and in-restaurant fundraising; \$2 pickle bucket donations and spare change canisters; the Round Up Program, which allows guests to “round up” their bill to the nearest dollar; and the Firehouse of America (FOA) Charitable Sales Promotion, in which FOA will donate a sum equivalent to 0.11% of all gross sales with a minimum donation of \$1MM through December 31, 2019.

Event attendees include Team Rubicon staff, Robin Peters, Firehouse Subs Area Representatives Jeff Press and Jim Fick, and Firehouse Subs franchisee Peter Abolverdi. 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.

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## **ABOUT FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION**

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, including more than \$940,000 in California.

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