



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

FIREHOUSE SUBS® HOSTS 20TH ANNUAL MEN'S DOUBLES TENNIS TOURNAMENT AS A TRIBUTE TO OUR AMERICAN HEROES

JACKSONVILLE, Fla. – Firehouse Subs® is thrilled to announce the annual Firehouse Subs Men's Doubles Tennis Tournament, taking place Thursday, May 16 through Saturday, May 18, 2019 at Jacksonville's premier tennis facility, Jacksonville Golf & Country Club. As the largest local fundraiser benefiting the nonprofit Firehouse Subs Public Safety Foundation, the tournament has helped provide more than \$2.7 million to fund public safety grants along the First Coast. In recognition of the tournament's 20th anniversary, the event's theme is a Tribute to Our American Heroes, celebrating and thanking first responders and military personnel for their service and commitment to safety.

"The Foundation is thrilled to again be the beneficiary of such an awesome event," said Firehouse Subs Public Safety Foundation Executive Director Robin Peters. "It is such a great way to make an impact in the community, and to have fun while doing it. We really can't thank the participants, sponsors, donors and guests enough for their continued support of the tournament."

Matches begin at 5 p.m. on Thursday, and at 8 a.m. on Friday and Saturday; all open division contenders will compete for a portion of the \$12,500 cash prize courtesy of the Awards Sponsor, AlphaStaff.

In addition to competitive tennis, spectators and guests are invited to participate in the variety of activities throughout the weekend highlighted below.

- **Silent Auction:** Opening on Friday and closing on Saturday at 3 p.m., guests can shop to support the Foundation. Bidders will be eligible for a chance to win packages such as two VIP passes to THE PLAYERS Championship; two-night stay at Universal deluxe hotel and two one-day Park to Park tickets; two-night hotel

accommodations at Hawks Cay Resort in Duck Key, Florida; private in-home wine sampling for 12 people and more.

- **Family Fun Day:** On Saturday from 10 a.m. – 4 p.m. attendees are invited to participate in Family Fun Day, which will include face painting, a balloon artist, a trackless train, a police robot and motorcycle provided by St. John's Sheriff's Office, an all-terrain vehicle provided by St. Augustine Fire Department and more.
- **Check Presentation:** On Saturday at 11 a.m., a check presentation will take place to highlight equipment grants awarded across Florida's First Coast, recognize the volunteer of the year and honor the tournament and its longstanding impact in northeast Florida.
- **Cannonball Punch Blowout:** On Saturday at noon, attendees 21 years of age and older may enjoy the annual celebration featuring the world-famous Cannonball Punch, provided by Jacksonville's own Firehouse Subs muralist, Joe "Artbrush" Puskas. Mojo Kitchen will begin serving delicious barbecue at 3 p.m.

Subs courtesy of Firehouse Subs will be served each day with all proceeds benefiting the Foundation. These activities are all made possible thanks to the event's Grand Slam Sponsor, Old Dominion, a member of the Main Street America Group. Join Firehouse Subs and Firehouse Subs Public Safety Foundation for tennis under the lights!

###

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 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 \$42 million to hometown heroes in 49 states, Puerto Rico and Canada, including more than \$6.8 million in Florida.

About Firehouse Subs

Celebrating 25 years of business in 2019, Firehouse Subs® is a fast casual restaurant chain with a passion for Hearty and Flavorful Food, Heartfelt Service and Public Safety. Founded in 1994 by brothers and former firefighters Chris Sorensen and Robin Sorensen, Firehouse Subs is a brand built on decades of fire and police service, hot subs, steamed and piled high with the highest quality meats and cheeses and its commitment to saving lives through the establishment of the non-profit Firehouse Subs Public Safety Foundation®. The founders are the real deal, the food is their creation and the restaurant is built upon a family of franchise operators who share their same passion for generously serving food and community. This year, Firehouse of America, LLC (franchisor for the brand) will donate a portion of all purchases at U.S. Firehouse Subs restaurants to Firehouse Subs Public Safety Foundation, resulting in a minimum donation of one million dollars. Firehouse Subs is consistently recognized as one of the leading brands in the U.S. among consumers. In 2018, Firehouse Subs was named the No. 1 brand in the restaurant industry that “Supports Local Community Activities” and ranks No. 1 among Fast Casual brands in “Food Quality” and “Taste and Flavor” in Technomic’s *Consumer Brand Metrics* rankings. Firehouse Subs was also named [No. 2 in “America’s Favorite Fast Casual Chain”](#) rankings by Technomic Ignite.

Enjoy more subs. Save more lives. To learn more, visit <http://www.firehousesubs.com>.

Quick Facts:

More than 1,160 restaurants in 46 states, Puerto Rico, Canada and non-traditional locations

\$42+ million donated to public safety organizations via Firehouse Subs Public Safety Foundation®

Headquartered in Jacksonville, Fla.