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## **FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION PARTNERS WITH THE AMERICAN RED CROSS: 25,000 HOMES SAFER IN HONOR OF FIREHOUSE SUBS' 25<sup>TH</sup> ANNIVERSARY**

*Making 25,000 Homes Safer Through \$250,000 Donation*

JACKSONVILLE, Fla. – October 7, 2019 – On October 10, 1994, brothers and former firefighters Chris Sorensen and Robin Sorensen opened the doors of the first Firehouse Subs® restaurant in their hometown of Jacksonville, Florida. Now 25 years later, the fast casual chain known for its hot subs and commitment to public safety celebrates its anniversary by partnering with the American Red Cross through Firehouse Subs Public Safety Foundation®. Celebrating 25 years by helping to make homes safer, the Foundation has donated \$250,000 to the Red Cross Home Fire Campaign. This gift contributes to making more than 25,000 homes safer across the United States by installing smoke alarms and providing fire prevention and safety education, as well as helping families recover from these disasters. The partnership will span over the course of a year, launching on Firehouse Subs' anniversary, **October 10**.

“When we opened the 1,000th Firehouse Subs restaurant in 2016, we realized that monumental moments, while important to us, may not have the same amount of significance to others; so we thought, ‘What better way to celebrate than to honor the public safety pillar of our mission statement,’ and we personally donated the funding for 1,000 AEDs to support the police departments in communities served by Firehouse

Subs restaurants,” said Chris and Robin Sorensen, founders of Firehouse Subs and Firehouse Subs Public Safety Foundation. “As we approach our 25th anniversary, once again we feel there’s no better way to honor this milestone than by carrying on our commitment to public safety and making an impact in the community. Firehouse Subs Public Safety Foundation’s \$250,000 donation to the Red Cross makes for a meaningful celebration of the past 25 years.”

Volunteers from the Foundation, the Red Cross, Firehouse Subs and local fire departments will go door-to-door on October 10 to install free smoke alarms in Jacksonville to kick-off the campaign during National Fire Prevention Week. The year-long campaign will increase awareness of fire safety in five cities across the U.S. through smoke alarm installations with local fire departments, fire safety education and by creating fire escape plans.

Each day in the U.S., seven people die from home fires; with the Red Cross’ conception of its Home Fire Campaign in 2014, the organization has saved more than 638 lives. Working smoke alarms help ensure that residents are alerted to the danger, reducing the risk of fatalities in a home fire by 50 percent.

“Through the support and partnership of Firehouse Subs Public Safety Foundation, the Red Cross will keep the momentum going for the Home Fire Campaign,” said Christian Smith, regional chief development officer for the American Red Cross. “Together, we can help support families who experience home fires and help communities be better prepared with working smoke alarms and home fire education.”

Firehouse Subs Public Safety Foundation’s mission is to impact the lifesaving capabilities and the lives of local heroes and their communities. Through this partnership, the campaign will work towards increasing awareness of fire safety and help save lives in our community.

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

In 2005, the Firehouse Subs Founders established the Firehouse Subs Public Safety Foundation with the mission of providing funding, lifesaving equipment, and educational

opportunities to first responders and public safety organizations. Through the non-profit 501(c)(3), Firehouse Subs Public Safety Foundation has granted more than \$46 million to hometown heroes in 49 states, Puerto Rico and Canada. To learn more, visit [www.firehousesubsfoundation.org](http://www.firehousesubsfoundation.org).

### **ABOUT THE AMERICAN RED CROSS**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. To learn more, visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

### **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. Enjoy more subs. Save more lives. To learn more, visit [www.firehousesubs.com](http://www.firehousesubs.com).