

Press Release

For Immediate Release

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EAT A SUB, SUPPORT A PREEMIE

Jersey Mike's Subs Kicks off Annual "Month of Giving" in March

TAMPA, Fla.- **High Risk Hope** (HRH) is joining forces with **40 Jersey Mike's Subs restaurants throughout the West Central Florida** area for the annual "Month of Giving" fundraising campaign. During the month of March, customers can donate to HRH at any area Jersey Mike's Subs restaurant.

The campaign will culminate in **Jersey Mike's Subs "Day of Giving" on Wednesday, March 25th, 2020**, when 40 Jersey Mike's Subs restaurants will **donate 100 percent of the day's sales to HRH.**

On the Day of Giving, local Jersey Mike's owners and operators throughout the country will donate their resources and every single dollar that comes in to more than 170 different charities including hospitals, youth organizations, food banks and more.

In 2019, the West Central Florida area Jersey Mike's Subs locations raised over \$120,000 for HRH during the campaign.

"Last year's nationwide Month of Giving initiative raised more than \$6 million for charities making a big difference in their local communities, and this year, we hope to raise even more," said Peter Cancro, Jersey Mike's Subs founder and CEO, who started the company when he was only 17 years old. "From the early days, it's just kind of what we've always done – give to give, they say. This March, I invite you to visit Jersey Mike's to help support an important cause in your neighborhood."

HRH Ambassadors from across the region, HRH volunteers and families of premature babies who have been supported by HRH, will visit Jersey Mike's Subs restaurants on the Day of Giving to share their stories with customers.

About High Risk Hope

High Risk Hope is a 501(c)(3) *for purpose* organization that provides support, encouragement, information, and resources to women and families who are experiencing a high risk pregnancy resulting in hospital bed rest, potential premature birth, and neonatal intensive care after delivery. High Risk Hope's Bed Rest Basket and NICU Napsack programs provide personal items to patients on long-term hospital bed rest and families with premature infants in the neonatal intensive care unit that are crucial to a long-term hospital stay. High Risk Hope reaches over 2,250 families in Florida annually.

About Jersey Mike's Subs

Jersey Mike's Subs, a fast-casual sub sandwich franchise with more than 1,500 locations open and under development nationwide, believes that making a sub sandwich and making a difference can be one and the same. Jersey Mike's offers A Sub Above®, serving authentic fresh sliced subs on freshly baked bread – the same recipe it started with in 1956 – and is passionate about giving back to its local communities. For more information about Jersey Mike's Subs Month of Giving, please visit www.jerseymikes.com/mog or follow us on Facebook (www.facebook.com/jerseymikes) and Twitter (www.twitter.com/jerseymikes).