



FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

The Firehouse Subs Public Safety Foundation was launched in 2005 as a means for the Firehouse Subs restaurants to give back to the local community. Emergency service entities throughout the nation are lacking the tools needed to adequately protect their communities. As a 501 (c) (3) non-profit organization the Firehouse Subs Public Safety Foundation effectively reaches out to provide vital funding, resources and support that may not be available to these brave men and women. For example, a recent \$24,335 worth of life-saving equipment was made to the Silver Bluff Volunteer Fire Department in South Carolina after a devastating tornado tore through the region in 2009.

The Firehouse Public Safety Foundation is dedicated to improving the life-saving capabilities of emergency service entities in communities served by Firehouse Subs by providing funding, resources and. The reach and mission of the Foundation is truly national in scope with fire, police and emergency departments from Jacksonville to Las Vegas, over 160 communities, receiving much-needed donations.

Individual stores raise money through the sale of pickle buckets and cash donations at the counter, which are in turn given back to the Foundation. An annual Men's Doubles Tennis Tournament also provides a chance for the founder's local community to come out and show their support for the organization. In addition to scholarships and fire prevention education, donated funds are used for purchasing crucial emergency response equipment such as thermal imaging cameras, which can detect heat given off by people that may be trapped in a burning building, allowing firefighters to accurately locate victims through the heavy smoke. In addition the Firehouse Subs Public Safety Foundation, Inc. has donated:

- Res-Q-Jacks
- ATV's with rescue capabilities
- BullEx Fire Extinguishing Training Systems
- Extrication tools
- Automated external defibrillators
- Personal protective wild land fire clothing
- Air masks
- EZ-IO drills
- Fire prevention door hangers
- K-9 unit
- AED's
- Communication devices for police
- and the list continues to grow as new requests come in daily

Each October, the Foundation also sponsors Fire Safety Month, dedicated to providing fire safety education. During the month, fire safety medallions are sold at each store in \$1 or \$5 increments. Patrons sign the medallion and it is placed in stores creating a mural of support for those who serve the community.

Since its inception, Firehouse Subs Public Safety Foundation, Inc. has donated more than \$2 million to fire departments, police departments and EMS in local Firehouse Subs markets. For more information, please contact Robin Peters at rpeters@firehousesubs.com or Meghan Bender at mbender@firehousesubs.com.

Firehouse Subs,[®] founded in Jacksonville, Fla., by former firefighting brothers Chris and Robin Sorensen, is a 390-unit fast-casual restaurant chain. Subs offer oversized portions of premium hand-sliced meats and cheeses, steamed to make the flavors burst, then piled high with fresh produce atop a toasted sub roll. Restaurants reflect the authentic firefighter heritage, as well as the founding family's 200 years of firefighting service. In 2005, the company created the Firehouse Subs Public Safety Foundation, Inc. to provide funding to first responders. Firehouse Subs was recently named "National Chain" winner of the National Restaurant Association's (NRA) Restaurant Neighbor Award for their overall dedication to community service. The 2010 plans for expansion include the Northeast, Central and Southwest regions of the U.S.

For more information on Firehouse Subs, please call 1.800.388.FIRE (3473) or visit www.firehousesubs.com.