

Press Release

For Immediate Release

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Eat a sub to help High Risk Hope families during the Jersey Mike's Subs Month of Giving

TAMPA, Fla.- High Risk Hope (HRH) is partnering with 29 Jersey Mike's Subs restaurants throughout Bradenton, Brandon, Clearwater, Dunedin, Lakeland, Land O' Lakes, Largo, New Port Richie, Tampa Bay, St. Petersburg, Sarasota, and Zephyrhills for the 7th 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 29, 2017, when 29 HRH's Jersey Mike's Subs restaurants in will **donate 100 percent of the day's sales – every single dollar that comes in – to HRH.** "I would like to extend a personal invitation to you and your family to visit Jersey Mike's Subs throughout the month of March, and especially on Day of Giving when 100 percent of sales – every penny – goes to help a great local cause," said Peter Cancro, Jersey Mike's founder and CEO, who started the company when he was only 17 years old. 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.

"HRH is thrilled to have been selected as a beneficiary for the Month of Giving for the first time in 2017," said Heather Barrow, HRH Founder and Executive Director. "If this community comes out to eat a sub for HRH families on March 29th, HRH could raise enough funds to buy items needed for the 2,000 NICU Napsacks and Bed Rest Baskets provided to all four regional hospitals for one full year."

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 2,500 families annually in Florida and California every year.

About Jersey Mike's Subs

Jersey Mike's, 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.