

## FOR IMMEDIATE RELEASE

Contact: Shelley Brathwaite, Program Coordinator

Phone: (386) 843-1161

Email: Shelley@FoodBringsHope.org



# Jersey Mike's Day of Giving Wednesday, March 29<sup>th</sup>, 2017

~ For the third year extraordinary customers and franchise owner support  
Food Brings Hope students and programs with Day of Giving ~

DAYTONA BEACH – At the tender age of 17, before he was legally able to slice a sub, Peter Cancro, Jersey Mike's founder and CEO, became the owner and proprietor of Jersey Mike's Subs. A success story of entrepreneurship, the authentic taste of Jersey Mike's is known nationwide, everything about Jersey Mike's is high quality. Don't be surprised when you enter your local store and the well trained team behind the counter takes pride in knowing which authentic sub sandwich loyal customers will order.

The culture of supporting the community and giving at Jersey Mike's is as much a part of their heritage as oil and vinegar. Jersey Mike's believes that making a sandwich and making a difference can be one and the same, a philosophy that has fueled the chain's popularity.

During the month of March, customers are invited to go into Jersey Mike's restaurants and donate to a local charity partner. Food Brings Hope is honored to be the charity of choice for the third year in the Volusia Flagler area.

Last year, **Jersey Mike's Day of Giving** raised over \$13,000 for FBH Students and Programs. The scope of FBH's mission encourages our students to look past their humble beginnings and dream big. FBH offers financial literacy classes and exposes our students to professional careers during field trips throughout the year.

Food Brings Hope is joining forces with three Jersey Mike's Subs restaurants throughout the Daytona Beach area for the 6<sup>th</sup> Annual March "Month of Giving" fundraising campaign. During the month of March, customers can make a donation to Food Brings Hope at any Jersey Mike's located in Daytona Beach, Port Orange or Ormond Beach.

The campaign will culminate in Jersey Mike's Subs **Day of Giving** on Wednesday, March 29<sup>th</sup>, when local Jersey Mike's restaurants will donate 100% of the day's sales to benefit Food Brings Hope students and programs.

You can help Food Brings Hope eradicate hunger in our community by eating at or ordering from Jersey Mike's on their **Day of Giving**, Wednesday, March 29<sup>th</sup>; your order will make a difference.

### About Food Brings Hope

Food Brings Hope (FBH), a 501(c)(3) Public Charity, provides collaborative solutions for families with children who experience hunger due to homelessness, poverty, or unfamiliarity with community resources. FBH's mission is to nurture the mind, body and spirit of underprivileged children in our community. Among other services, **FBH** offers school based programs (termed **KidsZone** in elementary schools and **TeenZone** in the upper grades) that provide meals, tutoring and activities for at-risk students. FBH also facilitates enrichment activities such as Nutrition Days and Hands On Banking Programs along with field trips to local educational destinations and events. At FBH, 100% of all donations go directly to the programs that support students in need.

For more information about Food Brings Hope, please visit [www.FoodBringsHope.org](http://www.FoodBringsHope.org) or contact Shelley Brathwaite, Program Coordinator, at (386)843-1161 or [Shelley@FoodBringsHope.org](mailto:Shelley@FoodBringsHope.org).