



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

Leslie Wildes  
Director of Community Programs  
Phone: (904) 886-8300, ext. 223  
Mobile: (904) 234-2869  
LWildes@FirehouseSubs.com

## **Firehouse Subs Public Safety Foundation Initiates Fundraising Effort to Aid Local Fire Departments**

*Charitable Organization gives back to the community*

**JACKSONVILLE, Fla. Oct., 9 2008** – The Firehouse Subs Public Safety Foundation has been providing multiple donations to emergency services from Virginia, down to Florida, over to Texas and back up again to Kentucky, since its creation in 2005. To fund these donations, the Foundation is conducting the Fire Safety Mobile Campaign beginning in September 29.

From September 29 through October 26, customers will have the ability to give to the Foundation by purchasing \$1 or \$5 mobiles. The first 30 customers purchasing \$5 mobiles will receive a magnetic, dry erase board for emergency phone numbers.

Additionally, this Campaign provides information on fire safety for the home along with information on the Foundation. The Campaign also coincides with National Fire Safety month to help build awareness for fire safety procedures.

“October is a time each year set aside to do all that we can to support the efforts of our local heroes,” said Leslie Wildes, director of community programs for the organization. “The Fire Safety Campaign gives us a vehicle to educate the public on the importance of fire safety in their homes which will provide public safety entities with support from the Foundation.”

The Firehouse Subs Public Safety Foundation has been providing relief to emergency services for three years, but produced an amount of support which far surpasses its time frame. In that timeframe the Foundation has donated more than \$500,000 and impacted more than 40 communities through funding, resources and support.

These are just a couple of donations the Foundation has made recently. In the memory of Shawn Daughtee, a fallen firefighter, the foundation donated a Jaws of Life combination tool to a fire department in Chattanooga, Tenn. Another donation was made consisting of a thermal imager and the Jaws of Life to a fire department in Columbia, S.C. The donation was made in memory of USC and Clemson students who were killed in a house fire.

The Foundation has also donated: automated external defibrillators, spreader and cutter extrication tools, Res-Q-Jacks, support for fire training facilities, ATV with rescue capabilities, BullEx Fire Extinguishing Training Systems and provided scholarship donations.

**About the Firehouse Subs Public Safety Foundation**

The Firehouse Subs Public Safety Foundation, Inc., a 501 (c) (3), non-profit organization, is dedicated to improving the life-saving capabilities of emergency services in communities served by Firehouse Subs by providing funding, resources and support to public safety entities. The Foundation was created by Robin and Chris Sorensen, Firehouse Subs' founders, in 2005 to make their commitment to public safety a focus for the company. For more information on the Foundation, please visit their MySpace page at [www.myspace.com/fpsf](http://www.myspace.com/fpsf).

**About Firehouse Subs**

Firehouse Subs, founded in Jacksonville, Fla., Firehouse Subs is recognized for serving large portioned subs with premium meats and cheeses, steamed hot and placed atop fresh produce on freshly baked, toasted bread. The restaurant offers a family-oriented atmosphere, complete with an authentic firefighter theme which celebrates the founding family's 200 years of firefighting service. For more information on Firehouse Subs, visit the Web site, [www.firehousesubs.com](http://www.firehousesubs.com).

For more information, contact Leslie Wildes, director of community programs, at 904-886-8300, extension 223, or [lwildes@firehousesubs.com](mailto:lwildes@firehousesubs.com)

###