



**EAT A SUB:
HELP ISABELLA SANTOS FOUNDATION**

Jersey Mike's Kicks off 8th Annual "Month of Giving" in March

Charlotte, Feb. 21, 2018 - The Isabella Santos Foundation is joining forces with 37 Jersey Mike's Subs restaurants throughout the greater Charlotte area for the 8th Annual March "Month of Giving" campaign to raise funds for pediatric cancer research. During the month of March, customers can make a donation to the Isabella Santos Foundation at any participating Jersey Mike's restaurants. 100 percent of cookie sales at the participating Jersey Mike's restaurants during the month of March will also go back to the Isabella Santos Foundation.

The campaign will culminate in Jersey Mike's "Day of Giving" on Wednesday, March 28th, when these 37 local Jersey Mike's restaurants will give 100 percent of the day's sales - not just profit - to the Isabella Santos Foundation.

Throughout the country, on Day of Giving, local Jersey Mike's owners and operators will donate resources and every single dollar that comes in to nearly 150 different charities including hospitals, youth organizations, food banks and more.

In 2017, the greater Charlotte area Jersey Mike's locations raised more than \$124,408 for the campaign.

"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 - will help support community needs," said Peter Cancro, Jersey Mike's founder and CEO, who started the company when he was only 17 years old.

For a list of the 37 participating restaurants in the greater Charlotte area and for more information, please visit www.isabellasantosfoundation.org/jerseymikes_mog

Last year's Month of Giving campaign raised more than \$5.5 million for local charities nationwide. An astounding \$4.6 million of that amount was raised on Day of Giving alone. Since 2010, Jersey Mike's locations throughout the country have raised more than \$27 million for worthy local charities and distributed more than 1.5 million free sub sandwiches to help numerous causes.

For more information about Jersey Mike's Subs Month of Giving, please visit: www.jerseymikes.com/mog

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, please visit www.jerseymikes.com or follow us on Facebook (www.facebook.com/jerseymikes) and Twitter (www.twitter.com/jerseymikes).

About Isabella Santos Foundation

The Isabella Santos Foundation (ISF) is a 5013(c) childhood cancer foundation dedicated to raising funds for research for neuroblastoma, other rare pediatric cancers, and charities that directly impact the lives of children with cancer. ISF was founded in honor of Isabella Santos from Charlotte, NC who lost her battle against neuroblastoma. ISF works to improve rare pediatric cancer treatment options in an effort to improve the survival rate of kids with cancer. For more information, please visit www.isabellasantosfoundation.org or follow us on Facebook (www.facebook.com/IsabellaSantosFoundation) and Twitter (www.twitter.com/TheISFoundation).

* * *