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For Immediate Release
04.02.21

JERSEY MIKE'S SUBS FUNDRAISING CAMPAIGN RAISES MORE THAN \$207K FOR CANCERFREE KIDS
23 Tri-State Restaurants and Patrons Support Critical Research

CINCINNATI: Jersey Mike's Subs raised a record breaking \$207,630 for Greater Cincinnati's CancerFree KIDS as part of the restaurant's 11th annual 'Month of Giving' during the month of March. The one-day 'Day of Giving' held as part of that campaign on Wednesday, March 31 raised \$167,787.

Jersey Mike's is donating 100 percent of one-day sales at all 23 Greater Cincinnati locations to support CancerFree KIDS, a Loveland-based non-profit organization that serves as a launchpad for promising research. The organization issues seed grants funding innovative studies to find gentler treatments and cures for children with cancer.

"We are completely blown away by the huge turnout of so many people who wanted to both grab a bite and do some good," says Jill Brinck, executive director, CancerFree KIDS. "The people of Greater Cincinnati have tremendous compassion for kids who are battling life-threatening diseases. We are endlessly grateful for the generosity shown by our close partner, Jersey Mike's Subs, and their patrons."

This marks the sixth year that Jersey Mike's has supported CancerFree KIDS with its Day of Giving event, selling more than 18,000 sub sandwiches during this year's fundraiser. Previous 'Day of Giving' fundraisers have raised in total more than \$515,000 to support five Jersey Mike's Research Grants funding research at Cincinnati Children's Hospital.

CancerFree KIDS was founded in 2002 and has issued more than \$6 million in grants for cancer research that would otherwise go unfunded. The grants support research projects in which every dollar is accounted for at hospitals including Cincinnati Children's and Nationwide Children's Hospital in Columbus.

For more information on Jersey Mike's Month of Giving, please visit www.jerseymikes.com/mog. You may visit www.cancerfreekids.org to learn more about CancerFree KIDS and the research it supports.