

# Press Release

To: Local News and Social Services Organizations  
From: Bill Grennell, Executive Director, The Literacy Council

EAT A SUB: CHANGE A LIFE!

Jersey Mike's Celebrates 11th Annual "Month of Giving"

Hoping for Record-Breaking Fundraiser to Off-set 2020 COVID-19 Challenges.

ROCKFORD, Feb. 18, 2021 – The Literacy Council is joining forces with 2 Jersey Mike's Subs in the Rockford area for the 11th Annual March "Month of Giving" campaign to fund local charities. During the month of March, customers can make a donation to The Literacy Council at participating Jersey Mike's restaurants.

The campaign will culminate in Jersey Mike's "Day of Giving" on Wednesday, March 31, when local Jersey Mike's restaurants will give 100 percent of the day's sales – not just profit – to The Literacy Council.

On Day of Giving, local Jersey Mike's owners and operators throughout the country will donate their resources and every single dollar that comes in to more than 200 different charities including hospitals, youth organizations, foodbanks and more.

This year, Jersey Mike's hopes to raise a record-breaking \$8 million for local charities to help off-set the cancellation of last year's Day of Giving celebration due to health and safety considerations caused by COVID-19.

"This March, we celebrate our Month of Giving with a renewed sense of determination to do all we can to raise as much as we can for important local causes," said Peter Cancro, Jersey Mike's founder and CEO. "I invite you to come in this month and make a difference in someone's life."

Throughout March, customers can make donations through the Jersey Mike's mobile app or onsite. On Day of Giving, all orders placed online, through the app and onsite will contribute to the fundraising total (does not include third-party delivery). Since Month of Giving began in 2011, Jersey Mike's has raised more than \$32 million for local charities. For a list of participating restaurants in your area and for more information on our charity partners, please visit our charity listing by state.

## About Jersey Mike's Subs

Jersey Mike's, a fast-casual sub sandwich franchise with more than 2,500 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 [jerseymikes.com](http://jerseymikes.com) or follow us on Facebook ([facebook.com/jerseymikes](https://facebook.com/jerseymikes)), Instagram ([instagram.com/jerseymikes](https://instagram.com/jerseymikes)), and Twitter ([twitter.com/jerseymikes](https://twitter.com/jerseymikes)). Join the conversation at #JerseyMikesGives.

Contact The Literacy Council for interviews at 815-963-7323.