



Contact: Rebekah Farley
rfarley@boyshaven.org
Boys & Girls Haven
2301 Goldsmith Lane
Louisville, KY 40218
859-351-7384

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FOR IMMEDIATE RELEASE

Jersey Mike's Subs to Donate 100% of Sales to Kentucky Youth in Foster Care

On March 25, two Louisville Jersey Mike's stores will donate 100% of sales to teens in foster care at Boys & Girls Haven.

Louisville, KY – For the third year in a row, Jersey Mike's Subs is collecting donations for Boys & Girls Haven at two of their Louisville locations throughout the month of March. The philanthropic campaign will culminate on Wednesday, March 25, when Jersey Mike's Subs will also offer 100% of the day's sales from both stores as part of the nationwide Jersey Mike's Day of Giving®.

"This donation comes at a critical time as the Kentucky foster care system faces an unrivaled child welfare crisis," says Boys & Girls Haven CEO, Amanda Masterson. "Kentucky families struggle with staggeringly high rates of drug abuse and overdose and our kids bear the brunt. The state currently holds the highest rate of child abuse per capita in the nation and we anticipate 10,000 youth in foster this year."

In addition to donating sales from two long-standing stores (10266 Shelbyville Rd., 10521 Fischer Park Dr.), Jersey Mike's is also celebrating the opening of a new store (1983 Hurstbourne Ln.) by offering free sub coupons in exchange for a \$2 donation at the register from March 11-15. Coupons available at Boys & Girls Haven.

"It's amazing what an impact our community can make by simply purchasing a sub," says Masterson. "Last March, Jersey Mike's customers helped raise nearly \$16,000 to support vulnerable kids living right here at Boys & Girls Haven."

All donated dollars go toward the Boys & Girls Haven general fund to provide direct support for tweens and teens in foster care. More information on Boys & Girls Haven programming at www.BoysAndGirlsHaven.org.

"This March, we celebrate our 10th Annual Month of Giving, an idea inspired by one of our local franchise owners," said Peter Cancro, Jersey Mike's founder and CEO, who started the company when he was only 17 years old. "Since then, we have raised more than \$31 million with the support of our generous local owners, crew members and customers. This March, I invite you to come in and celebrate this milestone with us and make a difference in your community."

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

Boys & Girls Haven is a full-service foster care agency located in Louisville, KY. Since 1948, the 501c3 nonprofit has transformed the lives of thousands of abandoned, abused and neglected children by providing stability, education, and life skills that will lead to success in adulthood. We employ a multifaceted, therapeutic approach including residential and in-home foster care, transitional living programs, career and life skills training, preventative community-based counseling services, and a variety of other programs and services.

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