

EAT A SUB:

Help Project Night Night Bring Sweeter Dreams to the Littlest Victims of Homelessness

Jersey Mike's Celebrates 14th Annual "Month of Giving"

San Francisco, Feb. 28, 2024 – Project Night Night is joining forces with 4 Jersey Mike's Subs locations in the San Francisco, Oakland, San Jose area for the 14th Annual March "Month of Giving" campaign to support local charities. During the month of March, customers will have the option to round up their purchase to the nearest dollar or donate \$1, \$3, or \$5 when placing their order.

The Month of Giving campaign will culminate with **Jersey Mike's "Day of Giving" on Wednesday, March 27**, when these 4 local Jersey Mike's restaurants will **give 100 percent of the day's sales – not just profit – to Project Night Night.**

Jersey Mike's Subs in Danville, CA
301 Hartz Ave
Ste. 100
Danville, CA 94526-3329

Jersey Mike's Subs in Pleasanton, CA
6654 Koll Center Parkway
Ste. 333
Pleasanton, CA 94566-3125

Jersey Mike's Subs in Dublin, CA
3740 Fallon Road
Dublin, CA 94568-7400

Jersey Mike's Subs in San Mateo, CA
2925 S. El Camino Real
San Mateo, CA 94403-2730

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 — whether in-store, online or through the app — to more than 200 different charities including hospitals, youth organizations, food banks and more.

This March, Jersey Mike's hopes to exceed last year's record-breaking national fundraising total of \$21 million and help local charities striving to fulfill their missions and make a difference.

"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 — goes to help a great local cause," said Peter Cancro, Jersey Mike's founder and CEO, who started the company when he was only 17 years old.

Since Month of Giving began in 2011, Jersey Mike's has raised more than \$88 million for local charities.

"Project Night Night is immensely grateful to Jersey Mike's in Danville, Pleasanton, Dublin and San Mateo for their continued support and generosity in selecting Project Night Night as a beneficiary for the second consecutive year. Their dedication to helping children in need through initiatives like this is truly commendable. With their partnership, we can provide even more comfort and a sense of stability to homeless children in California." -Jessica Bryan, Deputy Director, Project Night Night

About Jersey Mike's

Jersey Mike's Subs, with more than 2,500 locations nationwide, serves authentic fresh sliced/fresh grilled subs on in-store freshly baked bread — the same recipe it started with in 1956. Passion for giving in Jersey Mike's local communities is reflected in its mission statement "Giving...making a difference in someone's life." For more information, please visit jerseymikes.com or follow us on Facebook (facebook.com/jerseymikes), Instagram (instagram.com/jerseymikes), TikTok (tiktok.com/@jerseymikes) and X (formerly Twitter) (twitter.com/jerseymikes). Join in the conversation at #JerseyMikesGives.

About Project Night Night

Founded in 2005, Project Night Night (PNN) is an award-winning Bay Area-based nonprofit organization that equips children ages 0-12 living in unsheltered and low-income situations with the essentials they need to have a predictable source of comfort in a time of great upheaval. For more information, please visit www.projectnightnight.org

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