



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Help a Kid Grin: Eat at Jersey Mike's

Charlotte-area Jersey Mike's stores select Grin Kids as its Month of Giving beneficiary

CHARLOTTE, N.C. (Feb. 26, 2016) – Ace & TJ's Grin Kids, a 501(c)(3) nonprofit charity designed to enhance the lives of terminally ill and chronically disabled children, is partnering with Charlotte-area Jersey Mike's stores on the national sub franchise's Month of Giving initiative from March 1–31.

For a fourth consecutive year, more than 25 stores in the Charlotte area will donate the sales made on their fresh-baked cookies to Grin Kids for the entire month of March. Jersey Mike's charitable campaign culminates on March 30, the official Day of Giving, when participating stores donate 100 percent of their sales to the Charlotte-based charity. All funds raised will go toward the charity's annual vacation to Walt Disney World in Orlando, Fla.

As a result of Jersey Mike's Month of Giving, Charlotte-area stores have previously donated more than \$210,000 to Ace & TJ's Grin Kids.

"We're honored to donate to Grin Kids during our Month of Giving," said Nick Smith, Jersey Mike's franchise owner. "It's powerful to think about positive impact this organization has on these kids and their families—their lives are touched forever."

Ace & TJ's Grin Kids provides a five-day, all-expenses-paid Walt Disney World vacation to families with children who are terminally ill and chronically disabled.

"This annual trip to Walt Disney World is as exciting for the adults of Grin Kids as it is for the children. Thanks to Nick and the Jersey Mike's family's generosity, we're able to watch our families enjoy a fantastic vacation without having to worry about anything other than having a great time," said TJ, co-founder of Grin Kids.

For a list of stores participating in Jersey Mike's Month of Giving, visit jerseymikes.com/mog. To learn more information about Ace & TJ's Grin Kids, visit grinkids.org.

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About Ace and TJ's Grin Kids

Since its establishment in 2000, Ace and TJ's Grin Kids has taken more than 380

terminally ill and chronically disabled children and their families on an all-expenses paid trip to Walt Disney World. Each vacation includes air travel, ground transportation, Disney Park Hopper passes, meals, hotel rooms at a Disney Resort, character meet and greets and Disney Dollars for souvenirs. Funded entirely by listener donations through nationally-syndicated radio show, The Ace & TJ show, corporate donations and fundraising events, Ace and TJ's Grin Kids continues to enhance the lives of children in their listening areas with this family trip. To find out more information about the Ace and TJ's Grin Kids charity, make a donation or sponsor one of Ace & TJ's Grin Kids, visit www.grinkids.org.

About Jersey Mike's

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.