

JACKSONVILLE, Fla., Oct. 1, 2013 /PRNewswire/ -- According to the National Emergency Number Association, an estimated 240 million emergency calls are made to 9-1-1 each year. To increase public safety knowledge and raise funds for Firehouse Subs Public Safety Foundation, Firehouse Subs restaurants nationwide are teaming up with local first-responders to educate communities and celebrate Public Safety Month throughout October. During their largest annual fundraiser, Firehouse Subs restaurants are encouraging guests to donate to their Foundation by purchasing a \$1 or \$5 medallion. While supplies last, the restaurants will be distributing Duracell® 9-volt batteries to guests who make a medallion donation.

The non-profit 501(c)(3) Foundation, inspired by the aftermath of Hurricane Katrina, began in 2005 as a means for the brand to give back to its roots by providing resources and support to first-responders and public safety organizations, and aiding in natural disaster relief efforts. Since inception, the Foundation has awarded more than \$6.8 million to hometown heroes in 38 states and Puerto Rico, and continues to support public safety and fire safety education through campaigns that include distracted driving education along with many areas of fire safety in homes, schools, and neighborhoods.

In addition to promoting Public Safety Month, the Foundation recommends families practice these simple, smart tips to remain safe on the road and at home year-round.

- Don't text and drive – the average message distracts drivers for 4.6 seconds, the driving distance equivalent of a football field.
- Change smoke alarm and carbon monoxide detector batteries every six months – working alarms cut fatality risks in half.
- Program emergency numbers in cell phones for EMS, police and fire contacts.
- Keep charged fire extinguishers handy in vehicles and homes. Remember a charge only lasts 6-12 years.
- Don't drive tired, break every two hours and/or 100 miles – one in six fatal crashes is linked to drowsy driving.

Firehouse Subs® Announces October As Public Safety Month

Written by Australian Business

For more safety tips or to donate online, please visit Firehousesubs.com , Facebook.com/firehousesubs or follow us on Twitter at @firehousesubs and @savinglives.

About Firehouse Subs Firehouse Subs® is a fast-casual restaurant chain with a passion for Hearty and Flavorful Food, Heartfelt Service and Public Safety. Founded by brothers and former firefighters, Chris Sorensen and Robin Sorensen, Firehouse Subs is a brand built on decades of fire and police service, steaming hot subs piled high with premium meats and cheeses, and a commitment to saving lives through Firehouse Subs Public Safety Foundation. The founders are the real deal, the food is their creation, and the company is built upon a family of franchise operators who share their same passion for serving others. Firehouse Subs consistently ranks No. 1 among fast-casual brands in the categories of food quality, friendly service, and taste and flavor. For the last two years, *Franchise Business Review* has named Firehouse Subs No. 1 in franchisee satisfaction, and in 2013 Firehouse Subs was ranked No. 1 in growth by *Nation's Restaurant News*.

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