



PRESS RELEASE

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JERSEY MIKE'S SUBS TO OPEN FIRST IMPERIAL BEACH LOCATION

Owners Celebrate With Free Sub Fundraiser

IMPERIAL BEACH, Calif., June 21, 2017 – Jersey Mike's Subs, known for its fresh sliced/fresh grilled subs, will open in Imperial Beach on June 28. Franchise owners Raul Esses, Alan Jehamy, Ilan Wornovitzky, and Marc Wornovitzky, will hold a grand opening and free sub fundraiser from Wednesday, June 28 to Sunday, July 2 to support Sun and Sea Festival.

The new restaurant, **located at 801 Palm Avenue**, is circulating thousands of coupons throughout the community offering a free regular sub for a minimum \$2 contribution to Sun and Sea Festival. Customers must have a coupon to be eligible.

"We are very excited to open our fourth Jersey Mike's location here," said Esses. "This is a fantastic neighborhood and we are proud to have partnered up with the Sun and Sea Festival. We look forward to serving the community for many years to come!"

"We are thrilled and grateful to be the Community Partner with Jersey Mikes Subs. We are pleased to welcome them to the community right in time to celebrate the Sun and Sea Festival and the birthday of the City of Imperial Beach!" Leah Goodwin, Co-chair Sun and Sea Festival

Esses, Jehamy, Wornovitzky, and Wornovitzky are exemplary Jersey Mike's franchise owners who share the company's commitment to quality products and exceptional customer service, and who are dedicated to giving back to the local community. Since 2010, Jersey Mike's locations throughout the country have raised nearly \$25 million for worthy local charities and have distributed more than 1.5 million free sub sandwiches to help numerous causes. This year, the company's 7th Annual Jersey Mike's Month of Giving in March raised more than \$5.5 million for nearly 150 charities throughout the country.

Started in 1956, Jersey Mike's now has 1,500 restaurants open and under development nationwide. In 2016, for the third year in a row, the company was named the #1 fastest growing chain in the Nation's Restaurant News Top 100.

The growth is fueled by passionate Jersey Mike's fans who crave their subs made Mike's Way® with the freshest vegetables – onions, lettuce and tomatoes – topped off with an exquisite zing of "**the juice**" – red wine vinegar and olive oil blended to perfection. Jersey Mike's premium meats and cheeses are sliced on the spot, piled high on in-store baked bread and served up with a helping of neighborly banter from a dedicated and high-energy team.

The restaurant's hours are 10 a.m. to 9 p.m., seven days a week. You can contact this location directly at (619) 423-1500.

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 or follow us on Facebook (www.facebook.com/jerseymikes) and Twitter (www.twitter.com/jerseymikes).

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