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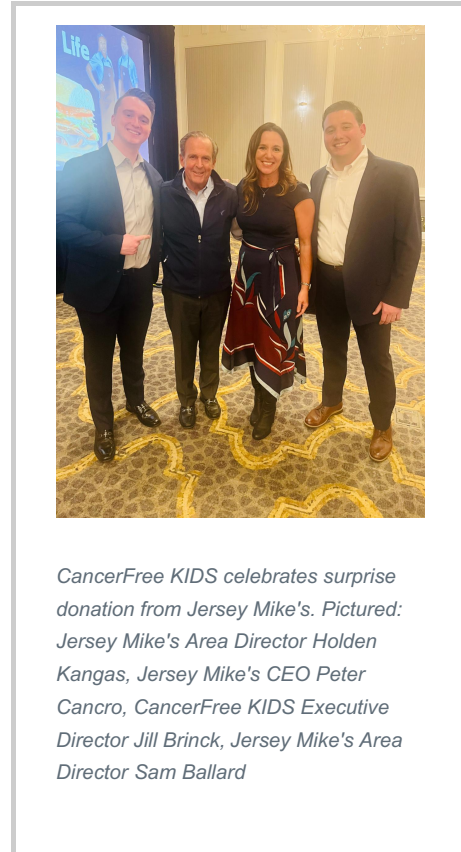
CancerFree KIDS given surprise \$100,000 donation from Jersey Mike's Subs CEO Peter Cancro

March begins Jersey Mike's Month of Giving, continuing long-term partnership with CancerFree KIDS

CINCINNATI (February 28, 2025) -- CancerFree KIDS received an **incredible surprise donation of \$100,000** from Jersey Mike's Subs CEO Peter Cancro this week, marking the official start of Jersey Mike's Month of Giving, which begins Saturday, March 1, 2025.

Throughout March, Cincinnati area Jersey Mike's customers can support CancerFree KIDS by rounding up their purchase to the nearest dollar, or donating \$1, \$3, or \$5 when placing their order. The campaign culminates in the nationwide Day of Giving on **Wednesday, March 26th**. On that day, all 31 Jersey Mike's locations in Greater Cincinnati and Northern Kentucky will donate *every single dollar* spent in their store to CancerFree KIDS.

CancerFree KIDS and Jersey Mike's Subs have partnered on this effort since 2015, resulting in almost \$1.4 million in donations to CancerFree KIDS.



CancerFree KIDS celebrates surprise donation from Jersey Mike's. Pictured: Jersey Mike's Area Director Holden Kangas, Jersey Mike's CEO Peter Cancro, CancerFree KIDS Executive Director Jill Brinck, Jersey Mike's Area Director Sam Ballard

"What a wonderful surprise to start Jersey Mike's Month of Giving!" said Jill Brinck, Executive Director of CancerFree KIDS. "We are incredibly grateful for the support of Jersey Mike's and its customers, and their dedication to our mission has made a tangible difference in the lives of children battling cancer."

As a direct result of the money raised from the Month of Giving, eight CancerFree KIDS research grants have been named in honor of Jersey Mike's. These grants have gone on to achieve remarkable results, securing \$12.9 million in subsequent funding, resulting in five publications and providing crucial support to the development of a new FDA-approved drug for neurofibromatosis.



About CancerFree KIDS

CancerFree KIDS aims to find more effective and gentler treatments for childhood cancer by funding innovative research projects in the early stages of development. New ideas need money to grow, yet potential breakthrough treatment methods often go unfunded because pediatric cancer research is drastically limited. CancerFree KIDS provides grants to high-risk/high-reward childhood cancer research projects in these crucial early stages, which allows researchers to prove their concept, secure additional funding, and eventually create new treatments for kids. Learn more at cancerfreekids.org.

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