



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Firehouse Subs Honored as Meniffee's October Business Spotlight

The sandwich chain known for a passionate commitment to first responders has contributed greatly to the community through their ongoing support of local schools, teachers, and students.

MENIFEE, CA – The City of Meniffee is excited to announce that Firehouse Subs has been selected as the October Business Spotlight, a program that is a part of the city's Economic Development Department's B3 (Building Better Businesses) program.

Firehouse Subs has been operating since 1994 and was founded by Chris Sorenson and Robin Sorenson in Jacksonville, Florida. The brothers are former firefighters with a long family history of police and fire service. The well-established eatery specializes in hot, toasted subs with names unique to fire service such as the delicious Hook & Ladder sub, savory Smokehouse Beef and Cheddar Brisket, and classic Firehouse Steak & Cheese.

Local Firehouse Subs franchise owners, Michael and Ilene Moss, noted that Meniffee's flourishing population, synergy, and opportunity-rich location made selecting the city an easy choice. Since opening, Meniffee's residents have enjoyed their classic flavors, superior quality, and excellent customer service.

Firehouse Subs is dedicated to serving the communities where they reside. This is exemplified by their commitment to Meniffee's youth as they work alongside Heritage High School and Liberty High School to provide supplies for students and teachers, as well as sponsor athletic teams. Additionally, the founders' unique understanding of the necessary equipment needed to perform daily duties as first responders prompted them to start the Firehouse Subs Public Safety Foundation. The foundation's goal is to provide first responders with the equipment and resources they need to save lives.

"Firehouse Subs is an outstanding organization in Meniffee's community. Their dedication to our future generations and support of our first responders is truly admirable and embodies Meniffee's core values," said District 1 Councilmember Bob Karwin. "We truly appreciate Firehouse Subs for their continuous support of Meniffee's growing community and for always going above the call of business."

For more information about Firehouse Subs, please visit www.firehousesubs.com. To view Firehouse Subs' spotlight video, please visit youtube.com/watch?v=a5Dlk-Tx-oY.

The City of Meniffee Business Spotlight is a free business recognition program to create awareness for the variety of local businesses and their contributions to the Meniffee community. Chosen applicants, who are nominated by the community, are honored during a special presentation at a City Council Meeting and receive a free 30-second professional video developed by the Economic Development Department showcased on the city's business website - www.meniffeebusiness.com.

(Cont.)

The City of Menifee Business Spotlight is part of the Economic Development Department's B3 (Building Better Businesses) program, which aims to showcase local businesses that go above and beyond the call of business, foster pride in Menifee's thriving business community, and promote diversity in Menifee's local economy.

Nominations are encouraged to recognize businesses in Menifee that contribute to the betterment of the Menifee community. Please visit the link below to apply:

www.cityofmenifee.us/BusinessSpotlight.

For more information on the Business Spotlight program, or other resources available to Menifee businesses, please contact the Economic Development Department at econdev@cityofmenifee.us.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premier attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*