



Dallas Magnolias and Friends Stepped In To Purchase and Distribute Over 1,500 Sub Sandwiches as DFW Area Jersey Mike's Raise \$745,250 For Wipe Out Kids' Cancer

Month of Giving Campaign Brings Record Results for Dallas-Based Charity Battling Childhood Cancer & Supporting Families

Dallas Magnolias and friends joined in to purchase and distribute over 1,500 sub sandwiches as North Texans answered the call to **"Eat a sub, help Wipe Out Kids' Cancer"** (WOKC) with a **record-breaking \$745,250 in donations** raised for the Dallas-based charity through the 12th annual Jersey Mike's Subs Month of Giving/Day of Giving campaign in March. The majority of the funds were raised with the Day of Giving on March 31st when all 56 DFW-area Jersey Mike's generously donated 100% of sales – *not just the profits* – to WOKC. In addition, Jersey Mike's Franchise Systems matched DFW's donations, bringing this year's total to nearly three-quarters of a million dollars.

"It's incredible to present this record-breaking donation in celebration of our longstanding partnership, knowing that it will truly make a difference in the lives of children with cancer and their families," said **Dalton Stewart, Jersey Mike's North Texas area director and franchisee**. "The results are even more meaningful this year since the Day of Giving festivities were cancelled last year due to the pandemic. Thank you, North Texas, for joining Jersey Mike's in March to help Wipe Out Kids' Cancer!"

This year's national Jersey Mike's Month of Giving raised \$15 million for charities

across the country, including the \$745,250 for WOKC. The campaign got its start in 2010, through a partnership with Jersey Mike's and WOKC in Dallas. Now supporting local charities nationwide since 2011, Jersey Mike's Month of Giving has raised more than \$47 million for worthy causes over the years.

"We are profoundly grateful to Jersey Mike's, their franchisees, and their customers for their continued partnership and dedicated commitment to our mission," said **WOKC founder Cindy Brinker Simmons**. "This year's remarkable Jersey Mike's donation far exceeded our expectations and will help fund innovative, novel pediatric cancer research as well as WOKC's social engagement programs that provide our courageous young heroes and their families with hope and encouragement throughout their cancer journey."

Added **Aashik Khakoo, WOKC CEO**, "I loved working with the Jersey Mike's team on the Day of Giving because they were all so passionate about the campaign and supporting our cause. One store manager told me that this was their Super Bowl. It certainly showed, as there was such enthusiasm with many stores reaching record sales for the day. We at Wipe Out Kids' Cancer are so fortunate to be a part of the Jersey Mike's family."

WOKC also extends its appreciation to local business and charity groups like the **Dallas Magnolias** and friends who purchased, donated and delivered over 1,500 Jersey Mike's sub sandwiches to the following local charities, hospitals, police, fire and schools: The Bridge Homeless Recovery Center, Children's Medical Center, Children's Schools (various), Dallas Fire Department, Dallas Life Foundation, Dallas Police Association, Dallas VA Medical Center, Jewish Family Services, Operation Kindness, Veterans Resource Center and Vogel Alcove.

Dallas Magnolias and friends who each purchased and donated a minimum of 100+ sub sandwiches were [BestofGuide.com](https://www.bestofguide.com)/Tammany Stern, BDO/Joe Russo, Regina Bruce and John Pickett, CAPTRUST/John Pickett, Suzanne and Gene Chapman, Jeanne and George Lewis, Stefan Noe, Robert Griffin III (RG3) Foundation /Jackie Griffin, Dr. Carla Russo and Joe Russo, Karee Sampson, Cindy Brinker Simmons, Tammany and Rob Stern, Elizabeth and Langston Theis, Carol and Curt Welwood.

Wipe Out Kids' Cancer gives special thanks to WOKC board member **Chris Rich** and fellow "Reba" star **Melissa Peterman**, who helped to raise awareness with PSAs for this year's DFW fundraiser.

About Jersey Mike's

Jersey Mike's Subs, with more than 2,500 locations open and under development nationwide, serves authentic fresh sliced/fresh grilled subs on in-store freshly baked bread — the same recipe it started with in 1956. Passion for giving in Jersey Mike's local communities is reflected in its mission statement "Giving...making a difference in someone's life." For more information, please visit jerseymikes.com or follow us on [Facebook](#), [Instagram](#), and [Twitter](#). Join the conversation at #JerseyMikesGives.

About Wipe Out Kids' Cancer

For over 40 years, Dallas-based Wipe Out Kids' Cancer (WOKC) has been fighting cancer and supporting families. WOKC has funded \$7 million in seed money for novel research projects, which have yielded \$22 million in additional grant money over these past 4 decades. Through fun and supportive programs, WOKC gives hope to children diagnosed with cancer and their families. Buddy Bags provide every family a much-needed care package upon diagnosis in all DFW area hospitals. Families participating in WOKC's Warrior Program receive fun support through unique events, parties, and activities. Pediatric cancer is the #1 disease killer of children in the U.S., with 43 American children diagnosed daily (1 every 30 minutes). WOKC is working relentlessly for the day when cancer is no longer a threat to all children. To find out more about WOKC and its programs, please visit WOKC.org or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

Dallas Magnolias Mission

To provide an active way of helping disadvantaged and underserved youth, the military, veterans, and first responders and their families, victims of domestic violence, and women being treated for breast cancer and/or heart disease in North Texas. Visit the website at <https://www.magnolias.org> and follow us on [Facebook](#) and [Instagram](#).



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