

Firehouse Subs® and Banner Health join forces to Stop the Bleed

May 23 Phoenix and Tucson fundraiser to help community emergency training



Banner Health provides classroom training on Stop the Bleed

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PHOENIX (May 13, 2019) – Banner Health and Firehouse Subs in Maricopa, Pinal and Pima counties will be hosting a Community Commitment Night to “Stop the Bleed” on Thursday May 23.

From 5 to 9 p.m. that evening, 15 percent of sales from all participating Firehouse restaurants will be donated to Banner’s Stop the Bleed community-education program to purchase trauma kits that will be placed in schools and other locations throughout the metro Phoenix and Tucson areas.

A Banner representative will be at each restaurant during the Community Commitment Night to answer questions about how community members can receive free Stop the Bleed training.

Stop the Bleed is a national effort, led by the country’s trauma surgeons, to provide vigorous, hands-on training on how create tourniquets and stop excessive bleeding, which is the number-one cause of death in a major catastrophe.

[Video: Banner expert demonstrates Stop the Bleed](#)

Banner has been a leader in providing Stop the Bleed education over the past year, giving training in hospitals, community centers and school classrooms. Since May 2018, Banner has conducted 80 training courses and have trained nearly 3,200 people in Phoenix; in Tucson, Banner has trained about 700 students.

“The biggest lesson about Stop the Bleed is that you almost always have a resource to aid in bleeding control such as a t-shirt or clean cloth,” said Melissa Luxton, RN, Trauma Outreach / Injury Prevention coordinator at Banner – University Medical Center Phoenix. “With the right training, almost anyone can save a life. The help given by an immediate responder can often make the difference between life and death, even before professional rescuers arrive.”

Firehouse Subs’ generous donation program will help raise money for community education and resources for Stop the Bleed.

“Firehouse Subs was founded by firefighters, so public safety has always been at the core of everything we do,” said Firehouse Subs Area Representative Scott Friedman. “We’re honored to have the opportunity to bring people together for great subs, and an amazing cause.”

“Over the past several years, I have worked very closely with our local EMS agencies to provide community-injury prevention,” said Tamara Eydeler, RN, Trauma program manager at Banner Del E. Webb Medical Center. “I talked with the local owner of a Firehouse Subs who also had been a firefighter and we agreed that this was something the community definitely needed. And from there, we just got the ball rolling.”

The following Firehouse Subs restaurants are participating in the May 23 fundraiser:

- 2110 W. Southern Ave., Mesa, AZ 85202
- 2727 E. McKellips Road, Mesa, AZ 85203
- 3420 E. Baseline Road, Mesa, AZ 85204
- 1616 S. Stapley Drive, Mesa, AZ 85204
- 1829 N. Power Road, Mesa, AZ 85205
- 10720 E. Southern Ave., Mesa, AZ 85209
- 13637 N. 59th Ave., Glendale, AZ 85304
- 20165 N. 67th Ave., Glendale, AZ 85308
- 2836 E. Indian School Road, Phoenix, AZ 85016
- 15530 N. Tatum Blvd., Phoenix AZ 85032
- 5225 W. Baseline Road, Phoenix, AZ 85339
- 4025 E. Chandler Blvd., Phoenix, AZ 85048
- 20851 E. Rittenhouse Road, Queen Creek, AZ 85142
- 2100 S. Gilbert Road, Gilbert, AZ 85295
- 2894 S. San Tan Village Parkway, Gilbert, AZ 85295
- 1735 W. Hunt Highway, San Tan Valley, AZ 85143
- 14740 N. Northsight Blvd., Scottsdale, AZ 85260
- 23335 N. Scottsdale Road, Scottsdale, AZ 85255
- 6050 W. Chandler Blvd., Chandler, AZ 85226
- 3245 W. Ray Road, Chandler, AZ 85226
- 485 S. Watson Road, Buckeye, AZ 85326
- 21083 N. John Wayne Highway., Maricopa, AZ 85139
- 13820 W. Bell Road, Surprise, AZ 85374
- 34317 N. Cave Creek Road, Cave Creek, AZ 85331
- 9897 W. McDowell Road, Tolleson, AZ 85353
- 1664 E. Florence Blvd., Casa Grande, AZ 85122
- 107 E. Baseline Road, Tempe, AZ 85283

About Banner Health

Headquartered in Arizona, Banner Health is one of the largest nonprofit health care systems in the country. The system owns and operates 28 acute-care hospitals, Banner Health Network, Banner – University Medicine, academic and employed physician groups, long-term care centers, outpatient surgery centers and an array of other services; including Banner Urgent Care, family clinics, home care and hospice services, pharmacies and a nursing registry. Banner Health is in six states: Arizona, California, Colorado, Nebraska, Nevada and Wyoming. For more information, visit www.BannerHealth.com.

About Firehouse Subs

Celebrating 25 years of business in 2019, Firehouse Subs® is a fast casual restaurant chain with a passion for Hearty and Flavorful Food, Heartfelt Service and Public Safety. Founded in 1994 by brothers and former firefighters Chris Sorensen and Robin Sorensen, Firehouse Subs is a brand built on decades of fire and police service, hot subs, steamed and piled high with the highest quality meats and cheeses and its commitment to saving lives through the establishment of the non-profit Firehouse Subs Public Safety Foundation®. The founders are the real deal, the food is their creation and the restaurant is built upon a family of franchise operators who share their same passion for generously serving food and community. This year, Firehouse of America, LLC (franchisor for the brand) will donate a portion of all purchases at U.S. Firehouse Subs restaurants to Firehouse Subs Public Safety Foundation, resulting in a minimum donation of one million dollars. Firehouse Subs is consistently recognized as one of the leading brands in the U.S. among consumers. In 2018, Firehouse Subs was named the No. 1 brand in the restaurant industry that “Supports Local Community Activities” and ranks No. 1 among Fast Casual brands in “Food Quality” and “Taste and Flavor” in Technomic’s *Consumer Brand Metrics* rankings. Firehouse Subs was also named [No. 2 in “America’s Favorite Fast Casual Chain”](#) rankings by Technomic Ignite.

About Stop the Bleed

Stop the Bleed is one of our nation’s largest public health campaigns designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding. For more information, visit <https://nationalstopthebleeday.org>

<http://bannerhealth.mediaroom.com/stbfirehouse>