



EAT A SUB: SUPPORT DMV YOUTH AT DC JERSEY MIKE'S STORES THIS MARCH

Jersey Mike's Celebrates 13th Annual "Month of Giving"

WASHINGTON DC, March 1, 2023 – Powerful Beyond Measure (PBM) is joining forces with 2 **Jersey Mike's Subs** restaurants in Washington, DC for the 13th Annual March "[Month of Giving](#)" campaign to support local charities. During the entire month of March, customers can make a donation to Powerful Beyond Measure at participating Jersey Mike's restaurants:

- *Rhode Island Row* - 2300 Washington Pl. N.E., Ste. 125
Washington DC
- *Dakota Crossings* - 2440 Market Street NE, Suite #903
Washington, DC

The Month of Giving campaign will culminate with **Jersey Mike's "Day of Giving" on Wednesday, March 29**, when the participating DC Jersey Mike's restaurants will **give 100 percent of the day's sales – not just profit – to PBM. Powerful Beyond Measure** is a volunteer-based, not-for-profit organization that implements efforts towards youth development, focusing on creative, academic, professional, civic, and personal growth, by strategically integrating the arts into weekly programming.

On **Day of Giving** (March 29th), Jersey Mike's owners throughout the country will donate their resources and every single dollar that comes in and help local charities striving to fulfill their missions and make a difference.

"I would like to extend a personal invitation to you and your family to visit Jersey Mike's Subs throughout the month of March, and especially on Day of Giving when 100 percent of sales – every penny – goes to help a great local cause," said Peter Cancro, Jersey Mike's founder and CEO.

Throughout March, customers can make donations through the Jersey Mike's mobile app or onsite. For weekly Jersey Mike's coupons and discounts during the Month of Giving, contact us at events@powerfulbeyondmeasure-cape.org. Supporters can also donate directly to Powerful Beyond Measure via their website, wearepowerfulbeyondmeasure.org. Donors who donate directly on the PBM web site will receive a special donor gift at the Day of Giving (March 29th) or PBM Salute to our Superheroes event (May 6th).

About Powerful Beyond Measure/ C.A.P.E. League

Powerful Beyond Measure's vision is to utilize the influential fields of arts, entertainment and sports to reach the urban communities of our targeted youth, via multi-dimensional services that help positively shape young people and empower adults around them to become active leaders and contributors.

CAPE League is PBM'S year-round, signature program created to fully integrate the lives of young people with a broad education and great opportunities. The program was designed to provide a full palette of enriching activities, experiences, role models, and opportunities towards the growth and enhancement of the WHOLE child. C.A.P.E. League is geared toward youth ages 11-17, from underserved communities, who may not be exposed to or able to afford to take part in productive and diverse activities. We are an inclusive program - opening doors to all youth: those with or without special needs; those who have behavioral or social challenges; those in traditional families, single parent households or foster care; those of all income levels; those who love the arts; and those who simply need support navigating the path of adolescence or wish to welcome new opportunities.

C.A.P.E. is an acronym for the components of the League and what we focus our activities on:

- C – Community, Cultural and Civic Involvement
- A – Arts, Entertainment, Sports & Media
- P – Personal and Social Development
- E – Educational, STEAM and Professional Enrichment



Powerful Beyond Measure (PBM)

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