



SUBWAY™ and



Join to Present

Cool Subs for Cool Kids

COOL KIDS
CAMPAIGN

and

The Brooke
Mulford
Foundation



Helping Children with Cancer

CANCER
FEARS
ME™

Friday, November 20th
from 5am – 11pm
BUY ONE 6" SUB AND
GET ONE FREE

Of equal or lesser value.

Produced by:

H.O.P.E.
Entertainment
Helping Others Produce Events

Subway™ & Gordy TigerMart™ Presents "Cool Subs for Cool Kids"

November 20th, 2009

Proceeds to Benefit *The Cool Kids Campaign™* and
The Brooke Mulford Foundation™

- From 5am to 11pm -- Buy One 6" Sub and Get One FREE (of equal or lesser value)
- A portion of the day's sales at Gordy TigerMart™ Subway™ locations will go to benefit The Cool Kids Campaign™
- Month long bracelet sales will benefit The Brooke Mulford Foundation™ and The Children's Hospital of Philadelphia Cancer Research Fund
- No purchase necessary raffles will be drawn for several prizes including Ravens Tickets, FREE Carwashes, FREE Subs from Subway™ and more
- FREE Balloons and Face Painting for the Kids
- Mascots from both TigerMart™ and Subway™ will be available for pictures
- Local celebrities and members of the business community will participate in preparing subs and compete for donations

Our goal is to help two organizations that support and benefit children fighting Cancer. Those organizations are **The Cool Kids Campaign** – www.CoolKidsCampaign.org and **The Brooke Mulford Foundation** – www.BrookeMulford.org.

The mission of the **Cool Kids Campaign** is to provide kids with cancer a higher quality of life for themselves and their families while facing the challenges of Cancer.

From the beginning they have always made it their goal to have a direct impact on children fighting Cancer. In 2006, when they were trying to decide on a name for their new foundation, they tried to keep in mind that kids are kids regardless if they are sick or healthy. Hence, the Cool Kids name. Every kid wants to feel cool even if they don't feel well.

Every day, as they decide how to help these kids and best use their donated dollars, they make their decisions based on whether their actions will directly affect a child and make them forget, at least for a little while, that they are fighting for their lives.

The Brooke Mulford Foundation was created to help raise awareness of Neuroblastoma and other children's Cancers. They are in the midst of raising substantial money for a research fund at The Children's Hospital of Philadelphia, as well as help to ease the financial burdens carried by local families of children with Cancer. Brooke Mulford has been a beacon of hope for Salisbury and beyond during her fight against Cancer. She is proof positive that together we can make progress towards a cure.

For more information, visit www.HOPEentertainment.org