



FOR IMMEDIATE RELEASE

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COUSINS SUBS® ANNOUNCES RETURN OF ROUND UP CAMPAIGN

Guests encouraged to round up their check to support the Make It Better Foundation.

MILWAUKEE (March 3, 2025) – [Cousins Subs](https://www.cousinssubs.com)® is proud to announce the return of its semi-annual Round Up Campaign in support of the brand’s Make It Better Foundation, which addresses vital community needs in health and wellness, hunger and youth education.

Throughout March, guests can round up their in-store check to the nearest dollar to support the Make It Better Foundation. Those ordering online or through the Cousins Subs mobile app can choose to add a \$0.25 or \$0.50 donation to their cart, with the option to give more by selecting multiple quantities.

“Our guests continue to show incredible generosity through the Round Up Campaign, and every contribution—no matter the size—makes a difference,” said Justin McCoy, vice president of marketing at Cousins Subs. “We’re grateful for their support in helping us give back to the communities we call home.”

Since the inception of the Make It Better Foundation in 2013, Cousins Subs has donated more than \$1.3 million to support local nonprofit organizations, fund college scholarships, provide nutritious meals to those in need and invest in programs that promote community health and wellness.

For more information about Cousins Subs and the Make It Better Foundation, visit www.cousinssubs.com/foundation.

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ABOUT COUSINS SUBS

Wisconsin-based [Cousins Subs](https://www.cousinssubs.com)®, a family-owned, fast casual sub shop established in 1972 by Bill Specht and his cousin, is driven by the mission to Believe in Better – both in the quality of food it serves and in the communities it supports. Cousins Subs and its franchisees operate nearly 100 sub sandwich shops in Wisconsin and Indiana, providing guests with quality deli fresh and made to order grilled subs using only the freshest ingredients on its signature bread baked daily. For more information, visit www.cousinssubs.com. You can also find Cousins Subs on Facebook, LinkedIn, Twitter, Instagram and TikTok.