

Milio's Sandwiches: Local Matters initiative raises \$12,000 in first three months

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Local Matters unites fans of Milio's Sandwiches and community nonprofits.

Madison, WI – Thanks to overwhelming support from customers, Milio's Sandwiches is proud to announce its Local Matters initiative raised more than \$12,000 from the sales of over 8,000 community sandwiches during the first three months of the new program that supports area nonprofits.

Local Matters started in June across all Milio's Sandwiches locations in Wisconsin, Minnesota, and Iowa to support the communities that support Milio's. The launch kicked off with Milio's Cuban Special. For every Cuban Special sold during June, July, and August, Milio's and its franchise partners donated \$1.50 to local community organizations making a significant impact on families and neighborhoods.

8,000 sandwiches sold + \$12,000 donated to local charities =

supporting important work in our communities

The money is being used for various efforts, including providing critically ill patients medically-tailored meals, supporting a year-round camp for individuals with special needs, and many other great causes in our communities.

"Local Matters gives me a sense of pride in our company, and it's a shift in culture for our entire staff. It gives us a common purpose beyond just providing high-quality sandwiches and friendly smiles to our customers," said Gerard Helminski, Milio's Sandwiches President. "We are fortunate to do business in the communities we serve. Giving back to those in need, especially after the last 18-months, not only

makes us feel good – it’s the right thing to do. Our staff, owners, and customers are coming together to help our communities thrive.”

Wisconsin organizations benefitting from the launch phase of the program included:

- [Waunakee Public Library](#) (Waunakee)
- [MentalFitness4Teens](#) (Waunakee)
- [Northridge Church](#) (Waunakee)
- [Sauk County Humane Society](#) (Baraboo)
- [Rooted](#) (Madison)

Each organization benefited from sales of the community sandwich in their neighborhood stores. In all, eight nonprofits in three states received a portion of the initial \$12,000 raised.

Scott Mooney, a franchise partner in Waunakee, inspired the Milio’s Cuban Special and the Local Matters initiative.

“I look at support as a circular thing,” said Scott Mooney, Milio’s Sandwiches Waunakee franchise partner. “It takes all of us to make our neighborhoods safe, healthy, and the best that they can be by showing up for each other. It’s humbling to see how a little idea can blossom into something that truly impacts the communities we live and work in.”

“The Friends of Waunakee Public Library were honored to be a recipient of this very generous program for local nonprofits,” said Jim Elvekrog, Waunakee Public Library Treasurer. **“Many thanks for recognizing our organization and all the library programs we sponsor.”**

“Rooted is honored to be Milio’s nonprofit partner for their first-ever Local Matters campaign,” said Ginny Hughes, Rooted Deputy Director of Operations. **“The donation will help increase equitable access to land, fresh food, and learning opportunities in Madison and throughout Wisconsin.”**

“As the area’s only true open admission shelter, we take in over 2,000 homeless, abused, neglected animals every year,” **said Rose Greenwood, Sauk County Humane Society Animal Control Manager.** “We could not begin to serve the community without the support of wonderful businesses like Milio’s. We

are so grateful that they recognize the need for a safe haven for any animal in need or any person needing help with an animal at any time. Thank you, Milio's!"

Local Matters is just getting started. The community sandwich will change periodically to keep the initiative fresh—just like the sandwiches—and appeal to a wide variety of taste buds. At the end of October, the community sandwich will be the Gourmet Ham & Cheese, which is a double portion of hardwood smoked ham, provolone cheese, lettuce, tomatoes and Hellmann's mayo.

Nonprofits in Wisconsin benefitting from the next phase of Local Matters are:

- [Friends of the State Street Family](#) (Madison)
- [Waunakee Neighborhood Connection](#) (Waunakee)
- [V.E.T.S. - Veterans Equine Trail Services](#) (Baraboo, Wisconsin and Sauk City)

To learn more about Local Matters, [click here](#).

About Milio's

Milio's Sandwiches has been a Madison, Wisconsin mainstay since 1989. It debuted as a single sandwich shop on West Johnson Street in the heart of the UW-Madison campus. Today, more than two hundred employees work at twenty franchise and company locations across Wisconsin, Minnesota, and Iowa. To learn more about Milio's, visit: milios.com