

Firehouse Subs Branded Pick-Up “Firetruck”

Presented by Brand Driven Media – Providing Burnin’ Hot Marketing Assets for Your Brand



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+1 (647) 401-8555

sales@branddrivenmedia.com

Brand Driven Media is proud to unveil the Firehouse Subs Pick-up “Firetruck” for the York Mills restaurant, a new vehicle championing the Firehouse Subs brand. The FHS Pick-up Firetruck is a powerful, innovative and bold way to promote the local restaurant and offers a new way for Firehouse Subs to market their new locations in the GTA and beyond.

“We finished 2020 by opening the most restaurants we have ever built in one year... Despite the challenges faced due to the pandemic, the new restaurants are performing really well... Our pipeline for new openings is very strong... We are projecting to set another record in 2021,” said George Heos, Area Representative at Firehouse Subs Canada.

“We are pleased to support Firehouse Subs in their marketing, signage and promotion initiatives. A vehicle is a tremendous way to continually raise awareness, earn positive impressions and promote a business, be it bricks and mortar or digital. This vehicle wrap is consistent with the DNA of the brand and acts like a silent and constant sales rep for this business,” said Paul Pelton, founder, and president of Brand Driven Media.

The Firehouse Subs Pick-up Firetruck will be on the road starting March 2021! York Mills Firehouse Subs will open in April 2021 under the ownership of Parth Patel and Pradiptya Banerjee. For more information, please visit [Facebook.com/FirehouseSubsYorkMills](https://www.facebook.com/FirehouseSubsYorkMills) or head over to www.firehousesubs.ca.

About Firehouse Subs

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 brand is a family of franchise operators who share their same passion for generously serving food and community. In 2015, Firehouse Subs expanded into Canada with its first restaurant in Oshawa. Since then, the brand has spread like wildfire across Ontario, with plans to continue expanding across the province. In 2019, Firehouse Subs Canada Area Representatives Alex Gerzon and George Heos were recognized with an Axe Award as Firehouse Subs' Area Representatives of the Year for the entire Firehouse Subs system throughout the U.S., Canada, and Puerto Rico. The Axe Award recognizes Firehouse Subs' top franchisees and area representatives for their performance in their restaurants and contributions to Firehouse Subs Public Safety Foundation. Most recently, Firehouse Subs was ranked No. 59 in [Entrepreneur's Franchise 500](https://www.entrepreneur.com/franchise500), a comprehensive list that ranks the top franchise companies according to key factors such as unit growth and financial strength.

To learn more, visit <http://www.firehousesubs.ca>

About BRAND DRIVEN MEDIA

Brand Driven Media® is your partner for advertising, web design, creative + digital design, digital + paper print, vehicle graphics, vehicle/trailer leasing, signs, digital marketing services & XM/advertising campaigns. We are marketers who base the company on being your go-to source where quality, price, and customer service are what we offer for all customers every time. Contact us today for your marketing and advertising needs.

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Contact:

Paul Pelton, Brand Driven Media

+1 (647) 401-8555

sales@branddrivenmedia.com



Media Contact

Brand Driven Media Inc.

sales@branddrivenmedia.com

6474018555

4 Robert Speck Parkway

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