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SEND TEAM NEW MEXICO ATHLETES TO THE 2026 SPECIAL OLYMPICS USA GAMES

*Jersey Mike's 16th Annual "Month of Giving" Celebrates
Special Olympics Athletes Nationwide*

NEW MEXICO (Statewide), Feb. 26, 2026 – [The 2026 Special Olympics USA Games](#) is joining forces with **12 Jersey Mike's Subs locations throughout New Mexico** for the 16th Annual March "[Month of Giving](#)" campaign. During the month of March, customers will have the option to round up their purchase to the nearest dollar or make a donation when placing their order **to help 30 local Team New Mexico athletes** and the 2026 Special Olympics USA Games.

This year, the games will be held **June 20-26, in locations across Minnesota's Twin Cities**, with the University of Minnesota as the official host venue. Nearly 3,000 athletes will compete in 16 sports including athletics, gymnastics, swimming and basketball, with pickleball and cornhole making their debut.

The Month of Giving campaign culminates with **Jersey Mike's "Day of Giving" on Wednesday, March 25**, when local Jersey Mike's restaurants will **give 100 percent of the day's sales – not just profit** – to the 2026 Special Olympics USA Games and the local state programs attending the USA Games. On "Day of Giving" every single dollar that comes in nationwide— whether in-store, online or through the app —will go to the cause. Day of Giving is Jersey Mike's busiest day of the year, when some crews arrive as early as 4 a.m.

Jersey Mike's Month of Giving traditionally supports more than 200 local charities nationwide. For the second time in the 16-year history of Month of Giving, Jersey Mike's owners and operators throughout the country will support this single, important cause dedicated to enhancing the lives of individuals with intellectual disabilities (ID), a mission that transcends the boundaries of sport to address discrimination in all its forms.

Jersey Mike's hopes to exceed last year's record-breaking national fundraising total of **\$30 million**.

Since Month of Giving began in 2011, Jersey Mike's has raised more than **\$143 million for local charities**.

For a list of restaurants in your area, please visit our [charity listing by state](#).



About Jersey Mike's

Founded in 1956 as Mike's Subs with one location in Point Pleasant, New Jersey, Jersey Mike's has grown into a premier franchisor with more than 3,200 locations in the U.S. and Canada. The Company has been recognized as one of the fastest-growing fast-casual restaurant chains in America, ranking #1 on Entrepreneur's 2026 Franchise 500 and #6 on Yelp's 2025 List of Fastest Growing Brands.

Giving back is also core to Jersey Mike's mission, and the Company was recognized on Forbes' Best Brands for Social Impact List in 2025. In March 2025, the Company completed its 15th Annual Month of Giving, raising a record breaking \$30 million and surpassing more than \$143 million given to over 200 local charities since it began the tradition in 2011, reinforcing its commitment to being a beloved brand in its communities. Jersey Mike's has also been ranked as the #1 Best Sandwich Chain in America in 2025 by Eat This, Not That! For more information, please visit [jerseymikes.com](https://www.jerseymikes.com) and follow us on [Facebook](#), [Instagram](#), [TikTok](#) and [X](#).

About Special Olympics USA Games

The 2026 Special Olympics USA Games—scheduled for June 20-26, 2026, across Minnesota's Twin Cities with sports competitions at the University of Minnesota and the National Sports Center in Blaine—is a national celebration of inclusivity, changing perceptions and the ability of the human spirit rising above limitations. The USA Games, with co-presenting partners Jersey Mike's Subs and UnitedHealthcare, will be one of the biggest U.S. sporting events of the year, drawing tens of thousands of fans to celebrate the ability of 3,000+ incredible athletes from all 50 states as they compete in 16 Olympic-type team and individual sports. As a state with a long history of championing diversity, equity and inclusion, the USA Games now bring an unrivaled opportunity for Minnesotans to spark new energy around the Special Olympics movement and create a lasting legacy of positive change.