



A partnership to encourage healthy eating, balanced lifestyles and super Soccer Skills!



Little Chute, Wisconsin: For soccer dads Todd Hurst and Kevin Van Grinsven, their children's soccer exploits have been a life-changing experience. Their annual participation in Challenger Sports' British Soccer camp program is leading the telephone company executive and the warehouse worker into a new entrepreneurial career, thanks to Challenger's youth soccer partnership with Kansas City-based Mr. Goodcents® Subs and Pastas. By early spring, Todd and Kevin (Grinny) will open their first of three Mr. Goodcents stores, becoming the newest franchisee of the rapidly growing sub and pasta concept.



"We had seen information about the youth sports partnership between Challenger British Soccer and Mr. Goodcents, and it piqued our interest in the company," says Hurst. "We had been looking for a franchise investment and were unfamiliar with Mr. Goodcents. During the summer, we received information about the Challenger – Mr. Goodcents partnership and began to look into it. When we did our due diligence, we found a good risk-to-reward opportunity, combined with a unique offering for our market. Of course, knowing that they were already associated with a group that we knew and trusted – Challenger - was a positive start."

Ron Matsch CEO Challenger, Todd, Kevin, Peter Grams -Mr Goodcents®

According to Hurst, Mr. Goodcents' franchise specialists are evaluating various sites in Appleton's Fox River Valley. They anticipate opening their first store in March with more to follow. Todd and his wife Donna, and Kevin and his wife Lynn will operate the Fox River Valley's Mr. Goodcents Subs and Pastas Restaurant.

Mr. Goodcents and Challenger British Soccer, both based in Kansas City, are in the second year of partnership designed to help children realize the benefits of a balanced lifestyle combining nutrition and exercise. Last year, Challenger Sports British Soccer staff presented over 1,400 healthy eating presentations to 60,000 children attending soccer camp.

Mr. Goodcents® is a quick service sub and pasta franchise that serves great food and exceptional service in a clean environment at reasonable prices. The company has been in operation for 16 years. It is headquartered in DeSoto, Kansas. For more information on Mr. Goodcents Subs and Pastas franchise opportunities, call (800) 648-2368 or visit www.mrgoodcents.com.

This opportunity is available to all Challenger families– it is easy to get into a new and exciting business - Find out more - pgrams@mrgoodcents.com