

SUBWAY® STORES CELEBRATE WORLD SANDWICH DAY WITH DELICIOUS DONATIONS AND FREE SUBS FOR ALL REGISTERED SUBCARD CUSTOMERS

Every Sub made in Subway® stores nationwide on 3rd November will trigger a 5p donation to a National Food Bank, feeding those in need

World Sandwich Day is a chance for us to shout unashamedly about our love for the humble but wonderful thing that is the sandwich. This year, on the 3rd November the Subway® brand is spreading the love of the Sub by helping to feed people in need and also rewarding loyal customers with a free Six-inch Sub.

To take part in helping to raise money you can either purchase a Six-inch Sub instore on World Sandwich Day or make sure to download and register the Subcard® app by 30th October and we'll give you 500 points to redeem against a free Six-inch Sub on the day*. Points can also be redeemed in store the day before too!

In fact, for every Sub made in stores nationwide on this day **, the Subway® brand will make a 5p donation to important and local food bank, FareShare, which has 20 regional centres in the UK focusing on providing nutritious meals to vulnerable people. Donations will also be made for every Six-inch Sub redeemed with the 500 Subcard® points on the 2nd and 3rd November.

So whether you claim your free Six-inch Sub with your Subcard® app or come into store and purchase your own tasty Six-inch-er, you can help us make a difference to others on World Sandwich Day. Get your followers involved in helping others too, by sharing #WorldSandwichDay.

-ENDS-

Notes to editors

*All Subcard® holders who have registered by 30th October will have 500 points uploaded on the 2nd November. These points can be redeemed from 00:01am Thursday 2nd November until 11:59pm Friday 3rd November. After this the points will be removed.

**Participation may vary. All Subway® Stores accepting Subcard® are participating.

The Subway® brand

- The Subway® brand is the world's largest submarine sandwich franchise, with more than 44,800 locations in more than 113 countries.
- Headquartered in Milford, Connecticut, the Subway® brand was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business
- Subway® is a Registered Trademark of Subway IP Inc. ©2017 Subway IP Inc.
- The Subway® brand is a committed partner to the UK Government's Public Health Responsibility Deal and is the only QSR to have endorsed eight of the nutrition-related pledges. The Subway® brand has reduced salt, eliminated trans fats, displayed energy information on menu boards, cut KJ/Kcal across the product range, increased access to fruit and vegetables as part of a balanced diet and reduced saturated fat.