SUBWAY® Restaurants Struts Its Stuff as Fashion Takes Center Stage in New York
Chain Challenges Designers to Create Couture Made of Only Restaurant Materials

MILFORD, Conn., September 4, 2013 – Who knew FOOTLONGS™ were so fashionable? On Wednesday, September 11th, 2013, SUBWAY® restaurants, the world’s largest restaurant chain, will host Project SUBWAY, an unexpected fashion event to celebrate SUBtember and the popular SUBWAY® $5 ANY FOOTLONG™ offer. Project SUBWAY is a fashion contest with a fresh twist, challenging designers to create innovative and memorable pieces made entirely out of ANYthing found at SUBWAY® restaurants from sandwich wrappers and napkins, to salad bowls and gift cards.

An exclusive panel of judges, including SUBWAY Famous Fan and gold medalist Nastia Liukin, Project Runway alum from Season 6 and the 2nd season of All-Stars, Althea Harper, Raina Seitel, media personality and star of Style Network’s City Girl Diaries, Mrs. Connecticut 2013, Lori Ann Marchese, and Jared “The SUBWAY® Guy.” The panel will critique all of the looks and will then choose the winning design at the show’s finale. The winner will have their dress displayed at a SUBWAY® restaurant in midtown Manhattan throughout the weekend and will also receive free SUBWAY® FOOTLONGS™ for a year.

“While folks might not readily equate FOOTLONGS™ and fashion, there are some similarities between the two,” said Tony Pace, SUBWAY® Global Chief Marketing Officer. “Both allow for individualized customization and creativity. We’re glad to provide designers a new venue to express their unique style on the runway.”

This is not the chain’s first foray into fashion. Over the past three years, SUBWAY® Famous Fans Torah Bright, Debbie Phelps, Laila Ali and Liukin have all walked in The Heart Truth Red Dress® Collection Fashion Show to spread awareness of women’s heart health issues on behalf of the SUBWAY® brand.

Participating designers from Nolcha Fashion Week (www.nolchafashionweek.com) include Danilo Gabrielli, Jennifer Henry, Mariana Valentina, and Ainslee Bowers.

With sustainability serving as a key pillar of the SUBWAY® brand, all eight looks will be made almost entirely out of packaging materials, many containing recycled content. These chic, yet eco-friendly creations, highlight the chain’s goal of reducing its overall environmental footprint.

Photos of the designs on the runway will be posted on the SUBWAY® Facebook page following the show.

About SUBWAY® restaurants
Since 1965, SUBWAY® owners have been devoted to offering customers customized made to order sandwiches with a wide range of better-for-you options. Providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information has been a priority for the SUBWAY® chain for many years, earning the American Heart Association’s Heart Check Meal Certification in 2012 for many Fresh Fit™ meal options. As the world’s largest restaurant chain, thousands of dedicated entrepreneurs have the opportunity to run their own business, while playing an important role in their communities. To learn more information about us, visit http://www.subway.com, like us on Facebook https://www.facebook.com/subway and follow us on https://twitter.com/subway. SUBWAY® is a registered trademark of Doctor's Associates Inc.

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