



SUBWAY® Celebrates National Sandwich Day with The Good Deed Feed™ - Unlimited Donations to Feeding America®

Buy any sub and any drink on Nov. 3, get a FREE sub, and
SUBWAY® restaurants will donate one meal to Feeding America

Milford, CT (October 20, 2016) – More than 42 million Americans—including more than 13 million children—live in households that may not have enough food for an active, healthy life. That’s why this year on National Sandwich Day, SUBWAY® restaurants is inviting the nation to join The Good Deed Feed™. Guests buy any sub and any drink on Thursday Nov. 3, get a free sub of equal or lesser value, and SUBWAY® will donate one meal to Feeding America®*.

“One in eight Americans are going hungry, and we’re in the business of feeding people,” said Suzanne Greco, President and CEO, SUBWAY® restaurants. “Many of our franchisees have been committed to fighting hunger in their communities for years, and we’re proud of The Good Deed Feed and the impact it will have on a national level.”

SUBWAY® restaurants is striving to make National Sandwich Day the single largest meal donation day in Feeding America’s history by donating more than 11 million meals—with no limit on the number of meals donated. Following National Sandwich Day, SUBWAY® restaurants will reveal the final donation.

"Hunger is an issue that affects every community in our country. We are thankful for SUBWAY® restaurants and its customers for their commitment to fighting hunger on National Sandwich Day," said Diana Aviv, Chief Executive Officer of Feeding America. "Donations made through this campaign will go a long way in helping member food banks provide meals to people in need."

The Good Deed Feed™ will be promoted with a dedicated Mic content series, launching today, featuring heartfelt stories from SUBWAY® franchisees, and families served by Feeding America food banks. <https://mic.com/gooddeedfeed> Mic will make a meal donation each time the content is shared. Use the hashtag #GoodDeedFeed and follow the conversation with SUBWAY® on [Twitter](#), [Facebook](#) and [Instagram](#).

In the restaurants, customers can access a custom National Sandwich Day Snapchat filter that can be unlocked at most of the 27,000+ SUBWAY® locations nationwide on Nov. 3 only.

In Canada, SUBWAY® restaurants are working with Food Banks Canada on a similar donation of meals as part of the National Sandwich Day Buy/One Get One promotion.

**The National Sandwich Day BOGO offer – where guests can purchase any sub at regular price with any beverage, and receive another FREE sub of equal or lesser price plus we'll donate the monetary equivalent of a meal to Feeding America for each sub purchased - will be available for one day only on Nov. 3 at participating SUBWAY® restaurants nationwide. \$1 helps provide 11 meals secured by Feeding America on behalf of local food banks. Additional charges for extras and deluxe may apply.*

About SUBWAY® Restaurants

Guests in 112 countries have easy access to a fresh line-up of vegetables for their made-to-order sandwiches and salads at more than 44,600 franchised locations. Sandwich Artists serve 7.5 million sandwiches a day around the world. The company, founded 50 years ago by then 17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with thousands of dedicated franchisees/entrepreneurs in neighborhoods around the world, providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information. This has been a priority for the SUBWAY® restaurants chain for many years. To learn more, visit www.subway.com. SUBWAY® is a registered trademark of Subway IP Inc.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

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