



Subway® Bolsters Its Storytelling Efforts With New Vice President of Public Relations, Communications and Public Affairs

Lorri Christou brings over 25 years of experience in building and promoting leading brands

MILFORD, Conn., (Dec. 14, 2020) -- Subway® restaurants announced today that Lorri Christou has joined its communications team as Vice President of Public Relations, Communications and Public Affairs. In her role, she will oversee communications for the world's largest sandwich chain.

Christou is a communications veteran with over 25 years of experience. She comes to Subway from Choice Hotels International, one of the world's leading hotel companies, where she was Vice President of External Communications and Public Relations. In this role, she led the communications strategy for the Choice Hotels corporate and hotel brands, including media efforts, investor communications, reputation and crisis management, franchisee communications, and executive positioning.

Previously, in addition to her role at Choice, Christou led marketing and communications at Cruise Lines International Association, the trade association that works on behalf of the cruise industry. She also has worked at leading global PR agencies Edelman and Fleishman-Hillard, promoting major brands, including PepsiCo, Gatorade and Hilton Worldwide.

A Chicago native, Christou received her bachelor's degree in Marketing Communications from Columbia College of Chicago.

About Subway ® Restaurants

The Subway restaurant chain continues to evolve the dining experience, offering guests in more than 100 countries quality ingredients, as well as robust flavor combinations while serving over 6 million made-to-order sandwiches created each day. All Subway restaurants are owned and operated by more than 20,000 Franchise Owners, who employ many people in their communities. The Subway experience is also delivered online at [Subway.com](https://www.subway.com), through [Subway.com/Delivers](https://www.subway.com/Delivers), and the Subway® App.

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