

## **SUBWAY® CELEBRATES WORLD SANDWICH DAY WITH CHARITABLE DONATIONS IN CANADA AND AROUND THE GLOBE**

*Canadian goal to donate one million meals to those in need through Food Banks Canada*

Toronto, October X, 2017 – Building on the success of past National Sandwich Day initiatives, Subway® is declaring Friday, Nov. 3, 2017, World Sandwich Day, donating to hunger-relief charities in over 70 countries around the globe.

In Canada, for every sandwich purchased with a 21oz drink, Subway® will donate the monetary equivalent of a meal to Food Banks Canada\*, with a goal of providing one million meals to those in need across the country. In addition to donating a meal, participating Subway® restaurants will also give the purchaser a second sandwich of equal or lesser value for free.

“We are passionate about the fight against hunger and are once again offering more than a free sandwich on World Sandwich Day; we are offering a chance to help feed Canadians experiencing hunger,” said Cristina Wells, Subway® Canada Senior Marketing Director. “Last year we almost doubled our donation target and this year, we’re looking to do it again, donating the equivalent of one million meals to Canadians in need.”

Based on the belief that no one should ever go hungry, World Sandwich Day will enable everyone to share the joy of eating a nutritious meal with millions of people who struggle with hunger around the world.

Food bank usage in Canada has been steadily increasing, raising 28 per cent from 2008-2016.<sup>1</sup> As need increases, the food bank network is evolving by expanding their capacity to be able to assist more people in need, and to also offer a wider selection of foods including perishable items like dairy products, meat and fresh produce.

“As demand increases, partnerships with brands like Subway® that value nutritious meals are essential,” says Mimi Lowi-Young, acting executive director Food Banks Canada. “Following last year’s donation, we were thrilled to hear that the program is being replicated around the globe. This is an incredibly busy time for us in Canada and many countries around the globe face similar challenges in the lead up to the holiday season.”

This year’s donation will once again be used to support the purchase and distribution of fresh foods through Food Banks Canada’s national food sharing program, which supports 550 food banks across the county.

In addition to the meals donated through the World Sandwich Day program, artists will tour the streets of Toronto and Montreal, developing custom murals educating on hunger in Canada and illustrating the partnership between Subway® and Food Banks Canada. Subway® team members will also join together to help their local food banks get ready for the busy holiday period by sorting food donations.

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<sup>1</sup> Food Banks Canada (2016). HungerCount 2016. Toronto: Food Banks Canada.

On World Sandwich Day, a “Live Feed” digital ticker will tally the meals donated in Canada and around the globe in real-time. Visit [SubwayLiveFeed.ca](http://SubwayLiveFeed.ca) to check out the global impact.

For more information about Subway® Canada and the World Sandwich Day initiative, join Subway® Canada's online community at [www.facebook.com/SubwayCanada](http://www.facebook.com/SubwayCanada) or follow @SubwayCanada.

\* Free sub of equal or lesser price, additional charge for Extras. Participation may vary. Subway® will donate the monetary equivalent of a meal (\$0.33) for each sub and 21 oz. drink purchased together. Meals secured by Food Banks Canada on behalf of local affiliate food banks.

### **About Subway® restaurants**

Subway® offers a fresh alternative to traditional fast food, serving 7.5 million made-to-order sandwiches a day. Guests choose from 37 million combinations of quality proteins, fresh vegetables, and bread baked daily. The world's largest restaurant chain serves nutritious and delicious subs, soups, and salads at more than 44,000 restaurants in 113 countries. The Subway experience is also delivered online at [www.Subway.com](http://www.Subway.com).

Founded by then 17-year-old Fred DeLuca and family friend Dr. Peter Buck more than 52 years ago, Subway® is still a family-owned business today working with more than 21,000 dedicated franchisees in communities around the world.

Subway® is a registered trademark of Subway IP Inc.

### **About Food Banks Canada**

Food Banks Canada supports a unique network of over 3,000 food-related organizations in every province and territory that assists more than 850,000 Canadians each month. Together our network shares over 200 million pounds of essential safe quality food annually, provides social programs that help to foster self-sufficiency, and advocates for policy change that will help create a Canada where no one goes hungry. Visit [foodbankscanada.ca](http://foodbankscanada.ca) for more information or follow us @foodbankscanada.

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