

SUBWAY® CANADA DONATES ONE MILLION MEALS TO FOOD BANKS CANADA IN CELEBRATION OF WORLD SANDWICH DAY

Global Subway® promotion provides more than 13.3 million meals to hunger-relief charities around the world

Toronto, November x, 2017 – The donations have been tallied and thanks to the support of Canadians, Subway® Canada will donate one million meals to Food Banks Canada as a result of its World Sandwich Day program. Part of a global initiative, guests in over 60 countries joined Subway® on November 3 to help feed millions of people around the globe through the World Sandwich Day promotion, which will see more than 13.3 million meals donated globally.

“We set an aggressive goal of donating one million meals to communities across Canada this year, and we cannot thank our guests enough for helping us achieve it,” says Cristina Wells, Senior Marketing Director. “It’s incredibly important to us that we support the local communities we operate in. No one should have to go hungry no matter where they live.”

The donation will be used towards the purchase and distribution of fresh foods, helping to restock shelves in food banks across Canada, just in time for the holiday season.

“Donations like these are essential to fighting hunger,” says Mimi Lowi-Young, executive director Food Banks Canada. “To put the Canadian donation into perspective, roughly 306,000 children and 45,500 seniors are helped by food banks across the country every month. Subway® Canada’s donation has the power to provide almost every single one of them with three nutritious meals of food.”

In addition to the charitable donation, Subway® staff in four major cities joined together in the lead up to World Sandwich Day to lend a hand in their local communities, helping to sort and prep over 7,700 pounds of perishable foods and package an additional 1,300 bags of fresh vegetables for food bank shelves. Murals developed to raise awareness of hunger in Canada have also been donated to Food Banks Canada.

For more information about Subway® Canada, the World Sandwich Day initiative and our commitment to hunger-relief charities, visit SubwayLiveFeed.ca, join Subway® Canada’s online community at www.facebook.com/SubwayCanada or follow @SubwayCanada.

About Subway® restaurants

Subway® offers a fresh alternative to traditional fast food, serving 7 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.

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 for more information.

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