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Corporate Services

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SUBWAY All-Star BBQ with Football Star Arian Foster

***** MEDIA ALERT *****
SUBWAY® Teams up with Football Star Arian Foster to Host Free Fan BBQ for Charity

SUBWAY® All-Star BBQ event to feature traditional backyard games, SUBWAY® BBQ Pulled Pork and the chance to help flood victims in Tuscaloosa, AL, an original home of BBQ

WHO:

Arian Foster, One of the most dynamic running backs in professional football, and BBQ lover
Jared Fogle, “the SUBWAY® Guy”
Local fans of tasty BBQ and backyard fun

WHAT:

SUBWAY® customers are invited to meet Arian Foster and Jared Fogle, enjoy lunch outdoors, ride a mechanical bull and participate in traditional backyard BBQ games including horseshoe and cornhole.

The SUBWAY® All-Star BBQ event will feature the sandwich chain’s new BBQ Pulled Pork sub, available for a limited time only. Sandwich sales from the event will benefit the West Alabama Food Bank (WAFB), a non-profit organization devoted to feeding victims of the recent disasters as well as relief workers rebuilding the area that is one of the original homes of BBQ cuisine.

The event marks the launch of the SUBWAY® “Pullin’ for a Cause” initiative, a national “text to donate” campaign benefiting the WAFB whereby consumers who text “FOOD” to 27722 donate $10. Each donation made through the end of July triggers a matching donation from SUBWAY®.

WHEN:

Wednesday July 13, 2011
11:30 AM PST – PRESS CALL (Interviews & Photo Opps)

WHERE:

Subway Restaurant
Hope St. & First St., Ste 704
Los Angeles, CA

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