

SUBWAY® PARTNERS WITH CHARITY CROSSCARE AND COMEDIAN RORY O'CONNOR TO HELP FEED THE FESTIVE SPIRIT

Subway® partners with Crosscare and comedian Rory O'Connor to help families experiencing food poverty this festive season
50c from every 6-inch Sub, Wrap and Salad purchased between 13th-24th December will be donated to Crosscare

Subway® also launches 'Sub You' – a series of deals and promotions offering guests across Ireland a selection of offers this festive season

Images available to download: [HERE](#)

Dublin, 15 December 2022 – Subway® has today launched a partnership with charity Crosscare to support those who may need it most amid the current cost-of-living crisis.

Subway will donate 50c from every 6-inch Sub, Wrap and Salad purchased from 13th – 24th December to Crosscare* – a charity dedicated to creating long-term, sustainable outcomes for those experiencing food poverty.

Crosscare's Food Poverty Service helps families and individuals who need it most with emergency food supplies. As part of the service, dedicated caseworkers meet with each family and individual and offer people access to support and information to help them move away from long-term food poverty. Crosscare's Food Poverty Service has met over 800 families and individuals, including 1,000 children, in the past year, and demand for the service is expected to rise in the early weeks of 2023.

Rory O'Connor, who launched the partnership on behalf of Subway at Crosscare's Community Café on Portland Row said: *"We all know it's an incredibly tough time for so many people at the moment, which is why it's more important than ever to support those committed to making a difference and feeding the festive spirit this winter. Subway®'s partnership with Crosscare and their 'Sub You' initiative is doing just that. So, get yourself down to a Subway this Christmas."*

Conor Hickey, CEO at Crosscare said: *"We're incredibly grateful to Subway®, whose*

fundraising will help support our Food Poverty Service as demand increases this Christmas and into the new year. This support from Subway® customers will help us to help families and individuals who are being impacted by the cost-of-living crisis get access to the food and support they need.”

Subway’s partnership with Crosscare has been launched as part of the sandwich brand’s ‘Sub You’ campaign – an initiative to support Irish people with deals and promotions on tasty meals and snacks. With guests across Ireland set to benefit from the rollout of offers via Subway Rewards®, Subway’s ‘Sub You’ will see a selection of deals and promotions launch on the Subway App over the coming month, bringing some welcome festive spirit to the current economic doom and gloom many are experiencing.

Angelina Gosal, Head of Marketing UK & Ireland at Subway comments: “We’re really excited to be launching our Sub You campaign with Rory O’Connor and raise awareness of the great deals that Subway® is offering this festive season. At Subway® we’re committed to supporting local communities and our partnership with Crosscare is our chance to help those who might need it across Ireland this winter.”

‘Sub You’ deals kickstarted with Subway’s app-exclusive advent calendar featuring 12 cost-saving offers until 27th December. For upcoming ‘Sub You’ deals and promotions on tasty meals and snacks, download the Subway App here: <https://subwayrewards.ie/home>.

*For 6-inch Subs, Salads, and Wraps purchased between 13th – 24th December 2022 in-store and via third-party delivery and mobile order on the Subway App, up to the value of €35,000 (ROI sales only). Crosscare is a registered charity in Ireland, charity number 20169084.

To find your nearest open Subway® store, visit subway.com/en-ie/

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Twitter: @SubwayROI

Instagram: @subway_ukIreland

TikTok: @SubwayUKIreland

YouTube: SUBWAYUKIreland

-ENDS-

NOTES TO EDITORS:

Photo caption:

Pictured is Comedian Rory O’Connor at Crosscare Community Café, Portland Row,

alongside café manager Louise Lawless, at the launch of Subway's new charity fundraising initiative in support of Crosscare. From 13th – 24th December, Subway will donate €50c from every 6-inch Sub, Wrap and Salad purchased to Crosscare. Crosscare's Food Poverty Service has met over 800 families and individuals, including 1,000 children, in the past year. Subway's fundraising initiative aims to raise €35,000 in much-needed funds for the charity.

For media inquiries, please contact: subway@teneo.com

For information on the Subway® brand, please visit: www.subway.com/en-ie/

About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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About Crosscare

Crosscare exists to support people and families when they face difficult challenges in life and when they find it hard to get the help they need. Crosscare focuses on helping people when they need it most or when they can't find support anywhere else.

For more information, visit www.crosscare.ie.

T&C: For every 6-inch Sub, Salad, and Wrap purchased between 13th-24th 2022 in- store, via delivery and mobile order on the Subway App, up to the value of €35,000. (ROI sales only). Crosscare is a registered charity in Ireland, charity number 20169084.

Full T&Cs apply, visit www.subway.com/en-ie/Promotions/participating-stores-terms-conditions.

<https://stage.mediaroom.com/subway-emea/2022-12-15-SUBWAY-R-PARTNERS-WITH-CHARITY-CROSSCARE-AND-COMEDIAN-RORY-OCONNOR-TO-HELP-FEED-THE-FESTIVE-SPIRIT>