



## HOME TEAM MARKETING NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### **SUBWAY® MAKES COMMITMENT TO EDUCATION-BASED ATHLETICS IN INDIANA**

Cleveland, OH – November 27, 2012 – The Indiana High School Athletic Association, Inc. (IHSAA) has named SUBWAY® Restaurants as the “Official Training Restaurant” of the IHSAA. SUBWAY®, long recognized as a nutritional leader, will show their support of education-based athletics at IHSAA sanctioned events beginning with the Winter athletic season.

The partnership will tie into the IHSAA’s mission to promote health and wellness to the entire Indiana high school community. IHSAA events reach communities across the state of Indiana including member schools, parents and coaches. The IHSAA is committed to education-based athletics and SUBWAY® is a strong supporter of the communities where their restaurants are located. The partnership with the IHSAA will include prominent signage, TV, radio program ads, public address announcements, on-site opportunities, social media components and more.

The IHSAA is the second state association that SUBWAY® has joined ranks with in as many months. In August the Michigan High School Athletic Association announced that Subway was the “Official Restaurant” of the MHSAA.

“SUBWAY® restaurants are proud to support the IHSAA’s education based athletics programs,” said Indianapolis area SUBWAY® franchisee, Dawn Eising. “We take great pride in offering healthy and convenient food options for these active students and coaches.”

“The IHSAA is honored to partner with one of the most recognizable brands in our country in SUBWAY® Restaurants. SUBWAY® has consistently promoted healthy lifestyles which are in concert with the initiatives and goals of the IHSAA. I am excited about the opportunities this partnership will bring to the IHSAA in our continued efforts of providing quality programming for the youth of Indiana,” said Bobby Cox, Commissioner of the IHSAA.

#### **About the Indiana High School Athletic Association, Inc. (IHSAA)**

Founded in 1903, the purpose of the Indiana High School Athletic Association, Inc. (IHSAA) is to encourage, regulate and give direction to wholesome amateur interschool athletic competition between its 410 member schools. The Association provides state championship tournament series in 20 sports,

10 for girls and 10 for boys. Approximately 160,000 student athletes participate in IHSAA sports on an annual basis.

**About SUBWAY® Restaurants**

With more than 38,000 locations in 98 countries, including more than 600 locations across the state of Indiana, SUBWAY® restaurant chain is the world's largest restaurant franchise, in terms of number of locations. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami and Singapore, the SUBWAY® chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. Their partnership, which continues today, marked the beginning of a remarkable journey — one that has made it possible for thousands of individuals to build and succeed in their own business.

For more information about the SUBWAY® chain, visit [www.subway.com](http://www.subway.com).

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