



HMA PUBLIC RELATIONS

3610 N. 44th Street, Suite 110
Phoenix, AZ 85018-6060
(602) 957-8881
(602) 957-0131 FAX

NEWS

CONTACT: ALISON BAILIN
602-957-8881
ABAILIN@HMAPR.COM

FOR IMMEDIATE RELEASE
MARCH 5, 2009

SUBWAY RESTAURANTS OF ARIZONA HOLD “FRESHEST, FITTEST ESSAY CONTEST OF THE YEAR”

As a major supporter of community programs in the Valley, Subway Restaurants of Arizona is pleased to announce its call for entries for its “*Subway Freshest, Fittest Essay Contest of the Year*,” where kids throughout the Valley will have the chance to win tickets to the 2009 Subway Fresh Fit 500 at Phoenix International Raceway on Saturday, April 18.

From now until April 1, 2009, Subway is asking that young people, ages seven to 17, representing their schools and other organizations such as Boys & Girls Clubs or YMCA, write and tell Subway what their organization, troop or program does to help them live healthier, happier lives. Each essay must be 200-500 words and should describe how the child’s school, after-school program, sports team or youth organization helps to teach them about eating habits, exercise and how to live a fresh, fit life.

The essay must include:

- Name of the child/teen
- Name of the organization/school
- Contact information for organization and specific program leader/teacher/counselor
- Name of program, mentor or learning experience being nominated
- Confirmation child/teen is between seven and 17 years old

All essays must be typewritten and received by close of business April 1, 2009. Essays can be mailed, faxed or emailed to:

Subway

C/O Alison Bailin

HMA Public Relations

3610 N. 44th St. #110

Phoenix, AZ 85018

602-957-8881 phone

602-957-0131 fax

abailin@hmapr.com email

Once the essays have been received, a judging panel will review all entries and award the 20 “freshest, fittest” kids in the Valley with four (4) tickets to the race. All winners will be notified by Monday, April 6, 2009.

Subway Restaurants is the world’s largest sandwich franchise, with more than 30,500 locations in 88 countries. Headquartered in Milford, Conn., Subway Restaurants was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey-one that made it possible for thousands of individuals to build and succeed in their own business. For more information about the Subway restaurant chain, visit www.subway.com. Subway is a registered trademark of Doctor’s Associates Inc.