

SUBWAY® LAUNCHES "FRESH MOVES" CAMPAIGN WITH LONG-TERM COMMITMENT TO GROWING SPORTS

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Partnerships with GB Basketball, Breaking GB, and Skateboard GB designed to inspire and encourage communities across the UK to embrace active lifestyles

Commissioned research reveals almost a third (31%) of UK adults are open to exploring emerging sports

London, 16th May 2024 – Subway®, one of the world's largest restaurant brands, is launching its "Fresh Moves" initiative, dedicated to promoting emerging sports and the importance of physical activity. To kickoff its "Fresh Moves" initiative, the brand will partner with GB Basketball, Breaking GB and Skateboard GB, and will be participating in a series of campaigns, including funding events, coaching and schools programmes.

In a recent survey conducted by Subway, almost a third (31%) of respondents expressed that engaging in emerging sports, compared to traditional sports, would make them feel more comfortable and motivated to participate. Among these sports, basketball was the top choice for a third (32%) of respondents, followed by breaking (break dancing) and skateboarding. In addition, these sports bring together people of different ages, cultures and ethnic backgrounds.

With over 2,300 restaurants across the UK and Ireland, Subway is using its reach and leveraging new partnerships with GB Basketball, Breaking GB and Skateboard GB to bring the "Fresh Moves" initiative to more communities and champion movement amongst diverse

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communities.

Over the coming years, Subway's engagement with these sports will include headline partnerships at events, such as national championships, support for community events (workshops, masterclasses, battles) and funding for more coaching and training. In addition, there will also be support for collaborations between the sports and schools to encourage children to take part and get active.

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“According to the Sporting Equals Race Representation Index, published in April 2024, basketball is officially the most diverse sport in the UK. Many children and adults from all backgrounds already know how exciting and beneficial it is to play or follow basketball,” said **Chris Grant, Chair of the British Basketball Federation**. “Subway's commitment and extensive network make it the ideal partner as we work to reach a broader audience and fulfil GB Basketball's immense potential on and off the court.”

“We are delighted to partner with Subway. Breaking is the most dynamic sport, and its accessibility will see the nation inducted in our culture,” said **Hooch, President of Breaking GB**. “This partnership amplifies the support for the sport both during and beyond the games, championing its growth.”

“We're thrilled to be partnering with Subway, which will bring new opportunities to skateboarders around the UK. Both organisations have similar aims to increase the number of skateable spaces and improve some existing ones too,” said **James Hope-Gill, CEO at Skateboard GB**. “This partnership is a key part in our desire to develop grassroots skateboarding and make it even more accessible to more people.”

For more information about Subway, visit www.subway.com/en-GB

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For information on the Subway® brand please visit: www.subway.co.uk

NOTES TO EDITORS:

Methodology:

Online survey conducted by OnePoll

7th -9th May 2024

2,000 UK Adults (nationally representative on the basis of age / gender / region)

Respondents were random selection from OnePoll's UK panel

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 and territories in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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