

Subway Partners with Women's Professional Leagues Limited to Become the Women's League Cup Title Partner

Subway will be the new Title Partner of the Women's League Cup in a new multi-year deal, joining forces with the Women's Professional Leagues Limited to support the growth of women's football.

Competition renamed as Subway® Women's League Cup from this season.

The multi-year partnership is an extension of Subway's "Fresh Moves" initiative, an ongoing commitment to promoting active lifestyles and celebrating diversity of movement.

LONDON, 16 December 2024 – Subway®, one of the world's largest restaurant brands, is partnering with the Women's Professional Leagues Limited (WPLL) to become the Official Title Partner of the Women's League Cup in the UK as the result of a multi-year deal.

As a result, the competition will be renamed the Subway® Women's League Cup from this season. This partnership ensures the continued growth of women's football, driving investment into a marquee moment whilst also supporting Subway's work in communities across the UK that champion active lifestyles and increase accessibility to the sport.

Subway's multi-year partnership with the Women's League Cup marks the expansion of Subway's ["Fresh Moves" initiative](#) into football. Launched in early 2024, "Fresh Moves" focuses on promoting physical activity through partnerships with sports organisations on a growth journey, such as GB Basketball, Breaking GB, and Skateboard GB.

"The partnership with WPLL represents a significant step forward in our Fresh Moves initiative," said **Kirstey Elston, EMEA Brand & UK & Ireland Marketing Director at Subway**. "By partnering with the Women's League Cup, we're not just investing in a well-established domestic competition, we're investing in the future of women's football, aligning with our mission to make sport more inclusive and accessible in the UK."

"We are thrilled that Subway have come on board as Title Partner for the Women's League Cup as we continue on our journey to build the most distinctive, competitive and entertaining women's football club cup competition in the world." said **Nikki Doucet, CEO of WPLL**. "We

need partners like Subway who believe in our vision to transform the game and are committed to developing opportunities both on and off the pitch for women in football”.

This announcement coincides with the quarter and semi-final draw of the 2024-2025 Subway® Women's League Cup.

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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