

## **FOR IMMEDIATE RELEASE**

# **SUBWAY FRESH ARTISTS™ FILMMAKERS PROGRAM CONTINUES FOR THIRD YEAR, IN PARTNERSHIP WITH USC SCHOOL OF CINEMATIC ARTS, NYU'S PROMOTION PICTURES PROGRAM, CONTENT & CO, MY DAMN CHANNEL AND IFC**

*Five Winning Web Series Integrate "Every Sandwich Tells a Story" Theme, to Debut at SXSW Screening*

**LOS ANGELES & NEW YORK CITY** – March 11, 2013 – The USC School of Cinematic Arts, New York University's ProMotion Pictures program, and the SUBWAY® restaurant chain today announced the continuation of an historic corporate-academic-creative partnership and competition connecting students at two of the nation's top universities with one of the leading global brands in the quick serve restaurant category.

Through the SUBWAY FRESH ARTISTS™ FILMMAKERS program, now in its third year, student filmmakers have created branded entertainment featuring the "Every Sandwich Tells a Story" theme. It was developed and executed by Content & Co, the Los Angeles-based brand studio that creates innovative, cross-platform engagement opportunities for SUBWAY® Restaurants. My Damn Channel is hosting and syndicating the [five original web series created during the competition](#) alongside past winners at [www.MyDamnChannel.com/Subway](http://www.MyDamnChannel.com/Subway) and on partner sites including YouTube, and winning selections will be screened at an event today hosted by My Damn Channel's Grace Helbig (*Daily Grace*) at the IFC Crossroads House at SXSW in Austin, TX.

The SUBWAY® brand introduced the SUBWAY FRESH ARTISTS™ FILMMAKERS program to students at NYU and USC in Fall 2012, with a brand brief that challenged students to develop a creative treatment for scripted episodic web series, judged by a panel of representatives from SUBWAY®, Content & Co, USC and NYU faculty and alumni. Based on their creativity, brand personality, and strategic fit to the creative brief, panelists selected semi-finalists who were asked to present their concepts in-person.

The winning series from USC are *Bite Night*, *Herman* and *Thoroughly Melted Minnie*, and from NYU are *Double Crossed* and *Sandwich Confessionals*. The five winning SUBWAY FRESH ARTISTS™ FILMMAKERS series make their official debut beginning on March 11 on the My Damn Channel Comedy Network. In addition to hosting and syndicating the series, My Damn Channel will produce original content related to the SUBWAY FRESH ARTISTS™ FILMMAKERS initiative, including behind the scenes extras, filmmaker interviews, and coverage of the showcase event at SXSW.

As part of the syndication platform for SUBWAY FRESH ARTISTS™, the brand plays a major role in distribution of content by featuring it on the Official SUBWAY® Facebook page ([facebook.com/subway](https://www.facebook.com/subway)), Twitter ([@Subway](https://twitter.com/Subway)) and other social media platforms that reach more than 22 million fans in aggregate.

### **About SUBWAY® Restaurants**

Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami and Singapore, the SUBWAY® brand 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. In 2012, SUBWAY® restaurants became the first restaurant to meet the American Heart Association’s Heart-Check Meal Certification Program nutritional criteria. This year, for the fourth straight year, the SUBWAY® brand was ranked "number one" by consumers in the Zagat® Fast Food Survey in the "Healthy Options," "Most Popular" and "Top Service" categories for food brands with 5,000 or more locations. For more information about the SUBWAY® chain, visit <http://www.subway.com>. Find us on Facebook: [Facebook.com/subway](https://www.facebook.com/subway). Follow us on Twitter: [twitter.com/subwayfreshbuzz](https://twitter.com/subwayfreshbuzz). SUBWAY® is a registered trademark of Doctor's Associates Inc.

### **About the USC School of Cinematic Arts**

Founded in collaboration with the Academy of Motion Picture Arts and Sciences in 1929 over 80 years ago, the USC School of Cinematic Arts has fueled and mirrored the growth of entertainment as an industry and an art form. The School offers comprehensive programs in directing, producing, writing, critical studies, animation and digital arts, production and interactive media, all backed by a broad liberal arts education and taught by leading practitioners in each field.

### **About NYU ProMotion Pictures**

Established in 2004, NYU’s ProMotion Pictures program brings together business and creative talent from the graduate programs at NYU's Stern School of Business as well as the Kanbar Institute of Film & Television and the Interactive Telecommunications Program at the Tisch School of the Arts to produce branded entertainment for major companies. NYU’S LEONARD N. STERN SCHOOL OF BUSINESS is one of the nation’s premier management education schools and research centers. Its programs are informed and enriched by the dynamism, energy and deep resources of one of the world’s business capitals. Graduates drive innovation at entertainment and media companies, including Amazon, A&E Television Networks, Apple, Disney, Google, HBO, Microsoft Xbox, NBC Universal, Sony Music, and Time Inc. NYU’S TISCH SCHOOL OF THE ARTS KANBAR INSTITUTE OF FILM AND TELEVISION – THE GRADUATE FILM PROGRAM is recognized as a world-renowned intensive three-year conservatory, developing premier talent in filmmaking, screenwriting, directing, graphic design and special effects. Notable alumni include Ang Lee, Martin Scorsese, Oliver Stone and Barry Sonnenfeld, among many others. NYU'S INTERACTIVE TELECOMMUNICATIONS PROGRAM (ITP) is the first U.S. graduate program founded to push the boundaries of digital and electronic media. ITP graduates extend creative applications of technology and new media at Foursquare, Frog Design, Google, IDEO, MTV Networks, Ogilvy Interactive and Samsung Electronics.

### **About Content & Co**

Content & Co is the leading LA-based brand studio that is pioneering the next generation of content creation, enabling brands to partner with the best creative talent in Hollywood to become the distributor and financier of their own original content. From webisodes, micro series and games, to short-and long-format series (scripted and reality) – Content & Co distributes diverse content for an expanding list of brands that include SUBWAY, Schick and Energizer Personal Care. The company was

founded by Stuart McLean, a recognized leader in the fields of brand marketing and branded content. For more information, visit [www.contentandco.com](http://www.contentandco.com) or see what we're up to on [Facebook](#) and [Twitter](#).

### **About My Damn Channel**

My Damn Channel is a leading entertainment studio and distributor of premium content. Since launching in 2007, the company has produced thousands of original videos featuring major stars and emerging artists from TV, film and the Internet. The My Damn Channel Comedy Network launched in 2013 to deliver the best comedy programming on a multi-channel network. This includes distribution on [MyDamnChannel.com](http://MyDamnChannel.com), YouTube and other online, mobile and IPTV platforms.

My Damn Channel has created some of the most successful comedy online, including original series such as *Daddy Knows Best*, *Daily Grace*, *My Damn Channel LIVE*, *Save the Supers*, *Wainy Days*, *You Suck at Photoshop* and videos by Mark Malkoff and Harry Shearer. The company creates premium, branded entertainment and targeted distribution campaigns for major advertisers.

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