

## **THE ACADEMY OF TELEVISION ARTS & SCIENCES FOUNDATION AND SUBWAY FRESH ARTISTS™ TEAM TO RECOGNIZE EXCELLENCE IN COLLEGE STUDENT TELEVISION PRODUCTION**

***Student Content Producers to Be Recognized at the 34th College Television Awards Gala on April 25***

**NORTH HOLLYWOOD, Calif. (April 23, 2013)** – The Academy of Television Arts & Sciences Foundation announced a new College Television Award category, the SUBWAY FRESH ARTISTS™ AWARD, as part of its inaugural program with SUBWAY® restaurants. The competition challenges undergraduate and graduate students at colleges and universities nationwide to create a short video that adheres to a predetermined theme. The first topic was, “Every sandwich tells a story.”

The SUBWAY FRESH ARTISTS™ AWARD will be presented by Primetime Emmy® Award-winning American film and TV actor Brian Baumgartner (The Office, Training for Tahoe) during the 34th College Television Awards Gala, which will take place on Thursday, April 25, 2013, at the JW Marriott Los Angeles L.A. LIVE. The College Television Awards recognize the work of student content producers nationwide who aspire to careers in the entertainment industry. This year’s winner will receive a \$10,000 cash award, plus the option and funds to create additional webisodes.

“The College Television Awards strive to recognize new mediums in video production, and to offer students more ways to be innovative,” said Norma Provencio Pichardo, executive director of the Academy of Television Arts & Sciences Foundation. “This partnership with SUBWAY® and the resulting new webisode category allows us to embrace the increasing popularity of short-form series that are available to viewers everywhere, and the subsequent opportunities for creativity.”

The collaboration between the Foundation and SUBWAY® restaurants marks the next phase of a three-year program piloted at University of Southern California School of Cinematic Arts in 2011, and expanded to Tisch School of the Arts at New York University last spring. More than 50 student teams responded to the challenge, submitting creative treatments for a scripted episodic web series before a panel of judges that included representatives from the SUBWAY® brand, Content & Co., USC and NYU faculty and alumni, as well as industry insiders. The program was developed and executed by Content & Co, the Los Angeles-based brand studio that creates innovative, cross-platform engagement opportunities for SUBWAY® restaurants.

“We are pleased to provide a new College Television Award category to recognize the work of aspiring producers,” said Tony Pace, Global Chief Marketing Officer at SUBWAY® Franchise World Headquarters. “Through the SUBWAY FRESH ARTISTS™ AWARD, we’ll continue to give our fans a look at the content they love, while providing the next generation of producers a new avenue to pursue their passion.”

Added Stuart McLean, founder and CEO of Content & Co: “We’re delighted to help bring the Television Academy Foundation together with the SUBWAY FRESH ARTISTS™ program in a way that truly celebrates creativity, and creates new opportunities for students to showcase their work. Collectively, we’re changing the paradigm for discovering emerging talent, and we couldn’t be more excited to see the program we started three years ago continue to grow.”

**About the Academy of Television Arts & Sciences Foundation**

Established in 1959 as the charitable arm of the Television Academy, the Academy of Television Arts & Sciences Foundation is dedicated to preserving and celebrating the history of the medium, and educating those who will shape its future. Some of the Foundation's programs include the [Archive of American Television](#), its renowned student internship program and the College Television Awards. For more information on the Foundation, please visit [EmmysFoundation.org](#).

#### **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 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 [www.subway.com](http://www.subway.com). Find us on Facebook: Facebook.com/subway. Follow us on Twitter: twitter.com/subwayfreshbuzz. SUBWAY® is a registered trademark of Doctor's Associates Inc.

#### **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](#).

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