

Subway Picnic Rocks

SUBWAY PICNIC ROCKS! in support of ACTION AGAINST HUNGER Saturday 5th July 2008 - the freshest picnic party of the year to raise funds for the fight against hunger - Get ready to rock! Action Against Hunger presents the inaugural SUBWAY Picnic Rocks 2008, launching in London at Clapham Common Bandstand on Saturday 5th July 2008, 12-8pm. The freshest picnic party of the year will bring together rocking music, fresh food and a perfect picnic atmosphere - for one amazine day. Now that's a picnic party made the way you want it. Tickets are available now at www.ticketmaster.co.uk at £14.50. SUBWAY Picnic Rocks is organised by Action Against Hunger to raise money for its work in the fight against hunger and malnutrition nationwide. Thanks to the generous sponsorship of SUBWAY stores who have covered the costs for staging the day, EVERY PENNY raised at the event will go to humanitarian organisation Action Against Hunger. Singing sensation Amy MacDonald, whose No.1 album 'This is the Life' has just gone double platinum, will headline the event, supported by fresh North London band The Holloways. Live sets will also come from The Metros, the teenaged South London five-piece who count Squeeze, Ian Dury and the Beastie Boys among their biggest influences, and modern rock band The Noisettes, dubbed 'the new breed of cool kids in town' by NME magazine. 3,000 tickets for SUBWAY Picnic Rocks 2008 are on sale now via www.ticketmaster.co.uk. Tickets entitle lucky attendees to the following:

Entrance to SUBWAY Picnic Rocks at Clapham Common Grandstand Live Music from Amy MacDonald, The Holloways, The Metros and The Noisettes One FREE " Sub from SUBWAY stores! A FRESH new Summer Sub to celebrate the picnic season will launch in SUBWAY stores this summer! The first 2,000 people through the doors will get a free picnic blanket! Tickets cost just £14.50 - all proceeds will go to Action Against Hunger. Buying just two tickets to SUBWAY Picnic Rocks can buy a survival kit, enabling Action Against Hunger to save the life of a severely malnourished child on the brink of death through a one month treatment programme.* Notes to Editors:

Action Against Hunger is an international humanitarian organisation at the forefront of the fight against hunger and malnutrition worldwide. In over 40 of the world's poorest countries, its teams provide for people's immediate needs when food is scarce, and provide families with the tools, seeds and support they need to build a sustainable future. Malnutrition remains the world's most serious health problem and single biggest contributor to child mortality with a child under five years old dying from malnutrition or related disease every five seconds. With the drastic worsening of the world food crisis and millions of people at risk of plunging in malnutrition, Action Against Hunger's work is more crucial than ever. The SUBWAY chain is the world's largest submarine sandwich franchise, with over 28,500 locations in over 86 countries. Headquartered in Milford, Connecticut, the SUBWAY chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business. For more information about SUBWAY stores please visit www.subway.co.uk. SUBWAY is a registered trademark of Doctor's Associates Inc. SUBWAY stores offer fresh, great tasting Subs made just the way you want it, right before your eyes. *The survival kit contains: 1 packet of specially adapted rehydration solution; 23 packets of theraputic milk; 1.5 kilos of corn and soya; 210g of oil; 210g of sugar; 21g of vitamin and mineral complex; 3 vitamin A capsules; 1 folic acid tablet; 11 iron tablets; 1 course of malaria treatment; 26 antibiotic tablets; 5 de-worming tablets; 2 measles vaccinations. Costs may vary according to changes in product prices.

About the Author

Event promoter.

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