

IT'S A BIRD, IT'S A PLANE, IT'S A— FLOATING FOOTLONG!

Subway® says you CAN play with your food

EMBARGOED UNTIL 31 JANUARY 2022: Subway® have taken things up a notch in the merch game by releasing the best thing to hit pools and beaches since the old foam noodle!

Clocking in at a massive 2-metres in length, the Floating Footlong is exactly as described: a huge, sub-shaped inflatable that looks delicious enough to take a bite of.

From today, guests can get their hands on their very own Floating Footlong at their local Subway® by grabbing two Footlong Subs, two cookies, two drinks and a quick swipe of the Subcard.

Subway® Head of Marketing Rodica Titeica says the new deal was created to provide the ideal summers' day with friends and family.

"It's the last month of Summer! We don't want you to think about food or entertainment, we've covered that for you, right down to your swimwear."

Subway® recently released their own branded Budgy Smugglers with the tongue-in-cheek Six Inch and Footlong designs flying off the shelves.

"Our merch has been so popular, we've decided to take to beaches across the nation and make sure every Aussie is making the most of the last weeks of Summer.

"Look out for us at your favourite sandy spots, you just might be lucky enough to score a Floating Footlong, some smugglers and other epic merch and fun activities we've created to surprise and delight our biggest fans," says Ms Titeica.

Ms Titeica says this latest stunt is just more of the brand doing what they can to brighten up people's lives.

"It's no secret that most people have spent the best part of Summer isolating and working from home, so we want to take advantage of the last weeks before Winter sets in and take the stress out of planning a great day out!"

Any Subway® lovers isolating and currently unable to make it to a restaurant? Head to the Subway® app to get your hands on the Floating Footlong deal delivered straight to your door.

Share your Floating Footlong pics with us using #feelsgood

Instagram: @Subway_Australia

Facebook: Subway Australia

Head to Subway's Facebook page to score yourself the Ultimate Summer Bundle!

Additional assets available online: [Photos](#)
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