



South Carolina High School League

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FOR IMMEDIATE RELEASE

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SUBWAY TO PROVIDE SCHOLARSHIP SUPPORT IN NEW PARTNERSHIP WITH SCHSL

Corporate support of academics and athletics continues to grow during pandemic

Columbia, SC- The South Carolina High School League has a new partnership and it will result in not only added exposure for its student-athletes but also scholarship dollars. Local South Carolina Subway® franchisees have agreed to a multi-year partnership that will result in a bigger spotlight for the SCHSL Student-Athlete of the Month Award as well as a new Student-Athlete of the Year scholarship. As well, Subway® will help the SCHSL celebrate both its seniors and its former greats, while providing assistance to schools through discounted catering services for SCHSL members.

“Our local Subway restaurants are beacons of community support and are now SCHSL partners, and we couldn’t be prouder,” said Jerome Singleton, Commissioner of the South Carolina High School League. “Subway® and athletics go hand in hand, and I speak for the entire league when I say having such a reputable franchise will only benefit our student-athletes and their communities. This is a partnership with potential to accomplish great things for schools and students across the state of South Carolina.”

The Subway® Student-Athlete of the Month award is presented monthly to one male and one female student-athlete who displays excellence in the areas of academics, athletics, and community service. Students in grades 9-12 who attend SCHSL member schools are eligible to receive the award.

Monthly award winners will receive a certificate of recognition and be featured on SCHSL.org. Nominations may be submitted by principals, athletic directors, teachers, coaches, guidance counselors or other school administrators.

The new Student-Athlete of the Year Scholarship will be funded by Subway® and awarded to seniors who have achieved in a similar manner, with one female and one male each year being selected.

"We are excited to partner with SCHSL and award a scholarship to one outstanding male and female athlete each year," said Ali Saifi, President/CEO of Subway Development Corporation of South Carolina. "The Subway® brand has always encouraged our youth to live an active lifestyle, so we believe this partnership fits really well and we look forward to expanding our local involvement in the athletic community across the South Carolina High Schools."

Additional features of the Subway® partnership include the creation of multiple social media campaigns that will provide entertaining content to high school sports fans in the Palmetto State throughout the year. Salute the Seniors will encourage schools, families and fans to provide recognition of SCHSL senior student-athletes to the league's social platforms as each sport season concludes throughout the year, and Subway® Past Champions will highlight former standouts who led their schools to state championships during their high school careers.

Subway® also wants to provide a helping hand to schools and will offer SCHSL members discounted catering rates to make it easier financially to feed their teams filling meals that are better for them. Fans will certainly see the Subway® brand featured prominently at SCHSL championship sites throughout the year and will have the opportunity to win free food at those events as well.

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