Subway And Ataraxia Capital Partners Auction ‘Three Foot Sub’ At 110,000 Rupees In Support Of Room To Read

Subway marked its inception in Sri Lanka with a series of events to introduce the fastest growing food-chain in the world to the country.

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The Subway Sri Lanka team, along with captains and leaders of Sri Lankan industries participated in the official VIP Brand launch and charity auction for Subway in Sri Lanka. The evening was dedicated to showcasing the values and strength of the brand.

Graced by many distinguished guests, a festive air held all in rapture as the Subway story was on showcase. After which, guests proceeded to savour the goodies on offer while a line up of exciting activities, organised by the dedicated team at Subway, kept them entertained throughout the night.

Fred DeLuca, Co-Founder – Subway delivered a special message through a video conveying his enthusiasm about opening a Subway in Sri Lanka and expressing his desire to visit the Island. Further, one of the most significant items on the agenda was the ‘auctioning’ of a ‘three-foot-sub’ to raise funds for Room To Read. This special sub was auctioned at a whopping price of 110,000 rupees to Errol Weerasinghe, Chairman – CAHM and to Ataraxia Capital Partners.

Commenting on the auction of the ‘sub’, Nathan Wills, Franchise Owner and Chairman – Subway Development Sri Lanka said, “Subway has always strived to be a good corporate citizen and to give back to the communities in which we operate in.”

SUBWAY
Errol Weerasinghe - Nawala
Rs. 110,000/-
BUSINESS DAY