



Media Information

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A PROMISE KEPT: SUBARU AND THE LEUKEMIA & LYMPHOMA SOCIETY DELIVER 30,000 GIFTS OF COMFORT AND CARE TO CANCER PATIENTS ACROSS THE COUNTRY

-A Gesture of Love and Hope Goes a Long Way During Cancer Treatment-

Rye Brook, NY , Aug 5, 2016 - Subaru of America and The Leukemia & Lymphoma Society (LLS) wrapped up their June initiative, [Subaru Loves to Care](#), which literally brought warmth and hope to thousands of patients fighting cancer across the country.

The campaign, an extension of Subaru's [Love Promise](#), helped communities come together to make an incredible impact. Fifty four LLS chapters across the country worked alongside 393 participating Subaru retailers to deliver 30,000 blankets to patients undergoing cancer treatment at nearly 250 local hospitals and treatment centers nationwide.

"Our collaboration with LLS has truly embodied the spirit of Subaru's Love Promise – supporting causes near and dear to the hearts of Subaru and our owners," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We truly hope that both the blankets and messages of inspiration help provide comfort and warmth as patients continue their fight against cancer."

Throughout June, visitors to participating Subaru retailers were given the opportunity to share personalized, hand-written messages of hope which were delivered to local cancer patients along with blankets, to provide comfort and warmth while they receive treatment at hospitals nationwide. Those who wrote a message of hope received a Subaru and LLS awareness bracelet, to help spread awareness of LLS and Subaru of America's goal to provide hope and care, one gesture at a time.

"The generosity of Subaru has helped LLS deliver on its promise to improve the quality of life for blood cancer patients and their families," said LLS president and CEO, Dr. Louis J. DeGennaro. "We are proud and grateful to Subaru for this unique collaboration with its hundreds of retailers, who have shown such energy, compassion and enthusiasm for LLS's goal to find cures for blood cancers and ensure access to treatments for patients who need them."

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan.

Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in a zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a Certified Wildlife Habitat by the National Wildlife Federation. For additional information, visit media.subaru.com.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society ® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.