

Media Information



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SUBARU AND THE NATIONAL WILDLIFE FEDERATION HELP PRESEVE MONARCH BUTTERFLIES THROUGH "SUBARU LOVES THE EARTH" INITIATIVE

Subaru and The National Wildlife Federation Announce Results of April Butterfly Heroes Program

Cherry Hill, N.J., Sep 30, 2016 - Subaru of America, Inc., in partnership with the National Wildlife Federation (NWF), has announced the results of its [Butterfly Heroes](#) program, as part of the brand's environmentally-focused [Love Promise](#) initiative, Subaru Loves the Earth. With the monarch butterfly population declining by more than 90% due to habitat loss, Subaru and NWF partnered to raise awareness of this important issue and help preserve these important pollinators for years to come.

This April, together Subaru and the National Wildlife Federation spurred the creation of 377 Certified National Wildlife Habitats at Subaru retailers across the country, while 12 Subaru retailers chose to donate their habitats to local schools. Subaru also distributed 100,000 Butterfly Heroes Kits, 50,000 of which were handed out directly to customers at Subaru retailers, that provided milkweed seed packets to feed over 400,000 butterflies.

Of these, 15,000 Butterfly Heroes Kits were distributed to schools and surrounding communities to raise awareness and further enhance education on this important environmental issue. Through the automaker's partnership with the National Wildlife Federation, millions of Americans are now aware of the issues facing the monarch butterflies and the important role these beautiful creatures play in nature.

"At Subaru, loving the environment means more than enjoying the great outdoors – it's also a passion and a commitment to help preserve it," said Thomas J. Doll, President and COO of Subaru of America, Inc. "Alongside the National Wildlife Federation, we are proud to celebrate yet another successful Subaru Loves the Earth initiative that both raised awareness of an important issue, but also contributed directly to preserving the monarch butterfly population nationwide."

This partnership joined Subaru's greater Subaru Loves the Earth initiative as part of the automaker's longstanding commitment to protecting the environment and preserving natural wonders for future generations. Subaru of Indiana Automotive, Inc. (SIA), the home of Subaru manufacturing in North America, was the first automotive assembly plant in America designated as zero-landfill and the first U.S. auto plant to be designated a Backyard Wildlife Habitat by The National Wildlife Federation. The brand has utilized its zero-landfill expertise to educate many other companies and organizations on how to reduce waste, including the National Park Service as they celebrate their centennial.

“Through the National Wildlife Federation’s partnership with Subaru, millions of Americans are now aware of the substantial threat facing the monarch butterfly population today,” said [Collin O’Mara](#), President and CEO of the National Wildlife Federation. “We are delighted to work alongside Subaru as it remains committed to preserving wildlife. Through the dedication of Subaru and its retailers, we’ve provided enough milkweed to feed an astounding 400,000 monarch butterflies.”

For information about Subaru Loves the Earth and to find out more about the partners that Subaru supports, visit <http://www.subaru.com/csr/environment.html>.

About [Subaru Love Promise](#)

The Subaru Love Promise is just that. A promise. It is a promise to do right by our community by partnering with nonprofit education, health, community, environment, and animal organizations - to set Subaru apart through our deeds and the deeds of our partners. To be unlike any other car company by doing what is right and good, just for the sake of doing it.

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 zero-landfill production plants, and Subaru of Indiana Automotive, Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information, visit media.subaru.com.

About The National Wildlife Federation

The National Wildlife Federation is America's largest conservation organization uniting all Americans to ensure wildlife thrive in a rapidly-changing world. Visit the National Wildlife Federation Media Center at NWF.org/News and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).