

Media Information



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SUBARU OF AMERICA CELEBRATES THE RETURN OF SPRING AS THE 2017 CHERRY BLOSSOM FESTIVAL TITLE SPONSOR

Subaru Sponsors 20th Anniversary of Japanese Cultural Festival in Philadelphia

Cherry Hill, N.J., Mar 30, 2017 - Subaru of America, Inc. announced today its continued title sponsorship of the annual Subaru Cherry Blossom Festival as the Japanese cultural celebration marks its 20th anniversary of hosting the festival in Philadelphia. Subaru is sponsoring the Cherry Blossom Festival for the 14th year and will once again host Sakura Under the Stars, an exclusive cocktail party in honor of the returning sakura season. The upscale reception, taking place on April 8th from 6pm to 8pm at Union Trust, will feature Japanese-inspired cuisine, sushi, and drinks.

Presented in conjunction with the Japan America Society of Greater Philadelphia (JASGP), the annual festival welcomes the return of spring and pays tribute to Japan's gift of 1,600 blossoming trees to the City of Philadelphia as a gesture of friendship in 1926. The nine-day celebration, taking place this year from April 1st through April 9th, commemorates the beautiful blossoms, as well as Japanese music, art and food, in an effort to foster a better understanding of the cultural, social, and educational customs of Japan.

"Subaru is proud to renew its partnership with the Japan America Society of Greater Philadelphia for the festival's 20th anniversary year," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are honored to celebrate 14 years as title sponsor of this terrific event that unites people of all cultures and walks of life to enjoy nature's beauty and the joy spring brings to the local community."

Over the course of the celebration, the Subaru Cherry Blossom Festival will honor both traditional and contemporary Japan through a variety of events, including demonstrations of martial arts, Ikebana flower arranging, as well as live music and dance performances. Attendees are encouraged to partake in the Japanese Culture Week, the Cherry Blossom 10K & 5K, and many more wonderful events throughout the festival's run.

Subaru will also transform Fairmount Park into a premier Japanese cultural experience for the final event and festival centerpiece, Sakura Sunday. The day-long outdoor cultural fair will take place on April 9th at the site of the historic cherry blossom tree plantings in Fairmont Park's Horticulture Center. Subaru will sponsor the following events on Sakura Sunday:

- Prettiest Pet in Pink Parade – In honor of the returning blush-colored blossoms, pet parents will don their dogs

in pink for a march through the festivities.

- Subaru Sushi Samurai of the Year Contest – Amateur sushi chefs will face off for this noble honor in a competition led by Philadelphia's Queen of Sushi, Madame Saito.

For more information on the Subaru Cherry Blossom Festival, please visit www.subarucherryblossom.org. Follow @phillysakura on Facebook, Instagram, and Twitter.

About the JASGP

The [Japan America Society of Greater Philadelphia](http://www.japanamericasociety.org) (JASGP) promotes mutual friendship and understanding between Greater Philadelphia and Japan. JASGP operates and preserves Shofuso Japanese House and Garden which is open for visitation from April through October, produces the Subaru Cherry Blossom Festival, presents a US-Japan Business Series, and conducts Japanese arts, business, and cultural programming for adults and children. More information available on www.japanphilly.org and www.japanesehouse.org.

Shofuso is open to the public from April 1 to October 31, Wednesdays through Fridays from 10am to 4pm and Saturdays and Sundays from 11am to 5pm. Adult admission is \$10; senior citizens, students with ID, and children ages 3-17 admission is \$5; ACCESS card holders admission is \$2; and JASGP members, active duty military with ID, and children under 3 are admitted free. Shofuso is located at Horticultural and Lansdowne Drs., Philadelphia, PA 19131. www.japanesehouse.org.

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.