



Media Information

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"SUBARU LOVES LEARNING" INITIATIVE BRINGS WORLD OF SCIENCE TO STUDENTS ACROSS THE COUNTRY

Subaru retailers and the American Association for the Advancement of Science look to make an impact on Science Education

Cherry Hill, N.J., Aug 1, 2017 - This month, Subaru of America, Inc. will work alongside the [American Association for the Advancement of Science](#) (AAAS) to once again support its "Subaru Loves Learning" initiative and provide students with award-winning science books. As part of the brand's [Love Promise Community Commitment](#) dedicated to supporting causes and passions Subaru and its customers care about most, Subaru and 477 participating retailers will donate more than 76,000 award-winning science books to help engage, prepare and inspire K-12 students across the country.

Throughout August, Subaru retail visitors will be given the chance to donate a science book in their name with an inspirational message to young readers and will receive a free after-school science booklet that offers kids the opportunity to learn fun science concepts by conducting their very own science experiments, and designed for non-scientist adults to supervise.

According to AAAS, **80%** of the fastest-growing jobs in the U.S. are in the fields of science, and only **36%** of high school students are ready for college level science.

For this year's Subaru Loves Learning initiative, Subaru retailers will once again be matched with local schools and donate award-winning books to help bridge the gap and further promote science education.

"At Subaru, we support every student's right to education and support organizations dedicated to making learning as accessible as possible," said Thomas J. Doll, president and COO of Subaru of America, Inc. "We are proud to work with the American Association for the Advancement of Science to engage the next generation in the wonderful world of science and inspire curious minds to explore and prepare for the many opportunities a passion for science can lead."

For information about Subaru Loves Learning and to find out more about the partners that Subaru supports, visit <http://www.subaru.com/loves-learning>.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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About AAAS

The American Association for the Advancement of Science (AAAS) is the world's largest general scientific society and publisher of the journals *Science* ([www.sciencemag.org](#)), *Science Signaling* ([www.sciencesignaling.org](#)), *Science Translational Medicine* ([www.sciencetranslationalmedicine.org](#)), *Science Immunology* ([www.immunology.sciencemag.org](#)), *Science Robotics* ([www.robotics.sciencemag.org](#)), and *Science Advances* ([www.advances.sciencemag.org](#)). AAAS was founded in 1848, and serves 262 affiliated societies and academies of science, reaching 10 million individuals. *Science* has the largest paid circulation of any peer-reviewed general science journal in the world, with an estimated total readership of 1 million. The non-profit AAAS ([www.aaas.org](#)) is open to all and fulfills its mission to "advance science and serve society" through initiatives in science policy, international programs, science education, and more. For the latest research news, log onto *EurekAlert!*, [www.eurekalert.org](#), the premier science-news Web site, a service of AAAS.