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LUKAS NELSON & PROMISE OF THE REAL HEADLINE ANNUAL SUBARU WINTERFEST AT MT. BACHELOR AND CROW'S FEET COMMONS

Celebrate winter and the outdoors with three days packed full of activities, Subaru owner perks, giveaways, live music and more

Subaru WinterFest,an annual mountain lifestyle tour, returns to Mt. Bachelor, a POWDR resort, for an extended three-day event March 16-18 with a special live performance by rock band Lukas Nelson & Promise of the Real on Saturday, March 17 courtesy of Harman Kardon.

Skiers, snowboarders, families and friends are invited to Mt. Bachelor for a weekend celebration of all things winter which kicks off on Friday, March 16 with an Après Party with DJ Valentino (from SiriusXM's BPM and Studio 54 channels). Guests will be able to enjoy games and giveaways on the Lodge Deck from 11:00 a.m. to 3:00 p.m. as part of the Subaru Winterfest Kickoff Party. The Après party will continue from 5:00 to 7:00 p.m. at Crow's Feet Commons in downtown Bend with 80's Guns & Roses cover band, Funk & Roses.

Beginning at 10:00 a.m. on Saturday, March 17, Mt. Bachelor's lodge area transforms into WinterFest Village with live music, tiny houses, snacks and free demos from Subaru WinterFest partners such as Lib Tech,Nordica and Shred Optics. Daily giveaways will include items from Ozo Coffee Company,Solo Stove,Thule and more.

The fun continues Saturday night with a special St. Patrick's Day live performance in downtown Bend by Lukas Nelson & Promise of the Real at 7:00 p.m. at Crows Feet Commons featuring Harman Kardon and Klean Kanteen giveaways and special gifts for Subaru owners.

On Sunday, March 18, Subaru does it all over again with a fully activated WinterFest Village, giveaways and a SiriusXM 80s Retro Dance Party.

Subaru is the official vehicle of Mt. Bachelor and Subaru owners will enjoy special perks all weekend including special parking and giveaways on Saturday and Sunday (while supplies last). Subaru owners attending the concerts at Crow's Feet Commons during WinterFest weekend will receive a free pair of Harman Kardon headphones, while supplies last, when they show their Subaru key.

For a full lineup of Subaru WinterFest events, activities and perks, visit www.mtbachelor.com. For more information on

Subaru WinterFest, please visit www.subaru.com/events and follow #SubaruWinterFest.

About Mt. Bachelor

Mt. Bachelor is the sixth largest ski resort in the USA, offering 4,318 acres of lift-accessible terrain. The mountain features 11 lifts, eight of which are Express Quads. Mt. Bachelor also features 5 terrain parks, 56 km of groomed cross country trails, snowshoeing, tubing, sled dog rides and summer attractions including downhill mountain biking. Mt. Bachelor is part of POWDR, a family owned and operated adventure lifestyle company. For weather conditions, news, and events visit www.mtbachelor.com.

About Subaru of America, Inc.

Subaru of America, Inc. (SOA) is an indirect wholly owned subsidiary of Subaru Corporation of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and Subaru of Indiana Automotive, Inc. is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than $300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit media.subaru.com. Follow us on Facebook, Instagram, TikTok,and YouTube.