



# Media Information

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## TEN YEARS RUNNING: SUBARU 2017 SHARE THE LOVE® EVENT TOTALS NEARLY \$24 MILLION IN CHARITABLE DONATIONS

- Tenth annual Share the Love event benefits national and local charity partners
- More than \$118 million donated to charities throughout life of campaign

Cherry Hill, N.J., Mar 27, 2018 - Subaru of America, Inc. today announced its donation of \$21.8 million to national and local charities as part of the 2017 Share the Love event. In celebration of the campaign's tenth anniversary and automaker's 50th anniversary in the U.S., Subaru did not place a cap on total contributions to its Share the Love charitable partners for the second consecutive year. This year's donations, along with a match of more than \$2 million from Subaru retailers, brings the grand total amount donated throughout the life of the program to more than \$118 million, exceeding the \$115 million total estimate predicted at the launch of the 2017 Share the Love event.

Held at the end of each year, the Subaru Share the Love event donates \$250 for every new Subaru vehicle sold or leased to the customer's choice of charities, including national partners the American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America and National Park Foundation. In addition, each Subaru retailer selected a hometown charity from their local community to support, adding more than 670 local causes to the Share the Love campaign. Select local retailers also participated in the hometown charity donation matching program generating \$2.1 million which, paired with Subaru of America's existing contribution, concluded in a donation grand total of \$23.9 million to national and local charities.

"At Subaru of America, we share a passion with our retailers and Subaru owners for positively impacting local communities nationwide, and nowhere is that more evident than through our annual Share the Love event," said Alan Bethke, senior vice president of marketing, Subaru of America, Inc. "We are incredibly proud to have donated more than \$118 million to national and local organizations that benefit the causes our customers care most about throughout the life of this beloved campaign."

- Follow Subaru on Facebook: <http://www.facebook.com/subaruofamerica>
- Join the dialog: [http://www.twitter.com/subaru\\_usa](http://www.twitter.com/subaru_usa) #sharethelove

### Hometown Charities

In 2017, the Subaru Share the Love Event provided support to over 660 Hometown Charities.

### [The American Society for the Prevention of Cruelty to Animals® \(ASPCA®\)](#)

A leading voice for animals for over 150 years, the ASPCA® provides life-saving protection and care to animals in need. Whether it's rescuing animals from abuse and neglect, introducing and enforcing more humane legislation, or supporting animal shelters across the country, the ASPCA helps animals live better lives. **Through the ASPCA, Share the Love has had a significant impact on the rescue, transport, and adoption of nearly 50,000 animals across the country.**

### [Make-A-Wish](#)

Research shows when children diagnosed with a critical illness are granted their one true wish, it gives them renewed strength and energy to keep fighting. Their families and entire communities come together. The impact from just one wish, has the power to transform the lives of everyone involved. **Through Make-A-Wish, Share the Love has granted the wishes of more than 1,800 kids with life-threatening medical conditions.**

### [Meals on Wheels America](#)

Meals on Wheels America provides leadership to local, community-based programs dedicated to fighting hunger and isolation among our nation's homebound seniors. **Through Meals on Wheels America, Share the Love has helped deliver nearly 2 million meals to America's seniors!**

### [National Park Foundation](#)

Celebrating 50 years this coming December, the National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs, safeguarding our heritage, and inspiring generations of national park enthusiasts. **Through the National Park Foundation, Share the Love has provided funding for critical programs and projects in more than 100 national parks and helped increase public awareness and engagement across our National Park System.**

### **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 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 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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