



# Media Information

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## SUBARU HOSTS EVENT TO HELP PETS IN NEED DURING 2019 CHICAGO AUTO SHOW

Automaker Partners with ALIVE Rescue and Hopeful Tails Animal Rescue to Help Pets Find Loving Homes with Adoption Event

Chicago, IL , Feb 8, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 [Chicago Auto Show](#) through partnerships with two local animal shelters – [ALIVE Rescue](#) and [Hopeful Tails Animal Rescue](#). Both 501(c)3 non-profit organizations are dedicated to improving the safety and well-being of Chicago's homeless and at-risk animals. This first-of-its-kind event, to be held at the Subaru exhibit inside the McCormick Place convention center, is aimed at finding forever homes for pets in the Chicago metro area.

Auto show attendees who visit the exhibit will have the opportunity to adopt and take home a dog or puppy. Those not looking to adopt a pet can make rope toys as a donation to one of the shelters or for their own pet, as well as create custom pet tags using the Subaru Loves Pets engraver. All activities at the Subaru booth will be complimentary, with donations and proceeds going to ALIVE Rescue's and Hopeful Tails Animal Rescue's work in the greater Chicago area.

"At Subaru, we're always keeping an eye out for new and unique opportunities to positively impact our furry friends and help them find forever homes," said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. "We're passionate about returning the unconditional love pets show us every day and partnering with organizations such as ALIVE Rescue and Hopeful Tails Animal Rescue to help keep all animals, especially those in shelters, happy, healthy and safe."

Auto show attendees will be able to interact with these adoptable canines during select times and dates, as outlined below:

### [ALIVE Rescue](#)

- Friday, Feb. 8, 6:30 PM – 8:30 PM
- Saturday, Feb. 9, 9:00 AM – 2:00 PM
- Saturday, Feb. 16, 9:00 AM – 2:00 PM

### [Hopeful Tails Animal Rescue](#)

- Sunday, Feb. 10, 9:00 AM – 2:00 PM
- Sunday, Feb. 17, 9:00 AM – 2:00 PM

“ALIVE Rescue is excited to partner with Subaru for the 2019 Chicago Auto Show. The automaker's commitment to animals, the environment, and people aligns with our beliefs and we are proud to be a part of this event,” said Kristen Gerali, Founder of ALIVE Rescue. “Being able to work with a company that demonstrates the amount of compassion Subaru does is an honor.”

“Last year for Subifest, we had the pleasure of working with Subaru for the first time. We are thrilled to be partnering with Subaru for another event,” said Carole Weller, Adoption Event Coordinator of Hopeful Tails Animal Rescue. “Subaru's continued commitment towards animal welfare is incomparable and truly an inspiration! We look forward to future partnerships!”

Prospective adopters should bring with them a photo ID and either a credit or debit card to process payment. All adopters are subject to normal ALIVE Rescue and Hopeful Tails Animal Rescue adoption guidelines and procedures. To learn more about the adoption process, visit [www.aliverescue.org](http://www.aliverescue.org) and [www.hopefultailsanimalrescue.org](http://www.hopefultailsanimalrescue.org).

This Chicago Auto Show adoption event is a part of the [Subaru Loves Pets](http://www.subaru.com/pets) initiative, which is dedicated to helping improve the safety and well-being of animals in communities nationwide. The automaker's commitment to pets is one part of its [Love Promise](http://www.subaru.com/pets). For more information about Subaru Loves Pets, please visit [www.subaru.com/pets](http://www.subaru.com/pets).

#### **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 ALIVE Rescue**

ALIVE Rescue is an animal rescue that protects the lives and the rights of animals. We believe every animal has the right to a well-balanced, socialized and fulfilled life. We take on the responsibility to save, rehabilitate and place abandoned, abused and stray animals, focusing on animals within Chicago high-kill shelters. We provide medical, behavioral and physical support for animals despite their age, health and/or breed. ALIVE Rescue promotes sustainable living and care giving by building awareness, appreciation and respect for all animals and the environment within our communities. Since our inception in 2008, ALIVE Rescue has been able to help almost 6,000 animals through our rescue efforts and community outreach programs.

For more information about ALIVE Rescue, please visit [www.aliverescue.org](http://www.aliverescue.org).

#### **About Hopeful Tails Animal Rescue**

Hopeful Tails Animal Rescue of Joliet Illinois was founded by a dedicated group of volunteers who wanted to make a difference in the lives of abandoned, abused and neglected animals.

We are a 501(c)3 not-for-profit organization dedicated to the welfare and well-being of dogs of all ages. Since the inception of the rescue on November 26, 2013, we have successfully adopted over 2300 dogs into their forever homes.

Most of our adoptable dogs are rescued from high kill facilities in various states. We frequently take in dogs with medical needs. We currently have a 6-month-old hound mix that was born with defective hip joints. She will need to have surgery and physical therapy to correct the problem. It is probable that she would have been euthanized by the previous facility due to the cost of treatment. Hopeful Tails Animal Rescue will be covering the cost of her surgery to give her the best chance for a healthy life.

We were recently awarded the 2018 Best of Joliet Award in the category of Animal Rescue Service.

For information on our adoptable dogs, please visit our website at: [www.hopefultailsanimalrescue.org](http://www.hopefultailsanimalrescue.org) or our Facebook page.

Adoption applications may be requested at: [hopefultailsadoptions@outlook.com](mailto:hopefultailsadoptions@outlook.com).

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).