



Media Information

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SUBARU OF AMERICA HOSTS EVENT TO SAVE LIVES OF PETS IN NEED DURING 2019 ATLANTA INTERNATIONAL AUTO SHOW

Automaker Partners with Royal Animal Refuge to Pair Pets with Loving Homes

Camden, N.J., Mar 18, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 Atlanta International Auto Show through a partnership with local animal shelter, [Royal Animal Refuge](#). The 501(c)3 non-profit organization is dedicated to promoting animal welfare and responsible pet ownership, while finding homes for unwanted pets. This first-of-its-kind event, which will take place at the Subaru exhibit inside the Georgia World Congress Center, is aimed at finding permanent homes for pets in metro Atlanta.

Auto show attendees who visit the exhibit will have the opportunity to adopt and take home a dog or puppy. Attendees are also encouraged to make rope toys as a donation to the shelter 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 benefiting Royal Animal Refuge's work in metro Atlanta.

"At Subaru, we're passionate about protecting and giving back to our furry friends that bring joy to our lives each and every day," said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. "We are excited to partner with yet another remarkable animal shelter, Royal Animal Refuge, to help shelter animals in the Atlanta metro area find safe, loving homes."

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

- **Wednesday, March 20th: 2:00 PM – 7:00 PM**
- **Thursday, March 21st: 2:00 PM – 7:00 PM**
- **Friday, March 22nd: 2:00 PM – 7:00 PM**
- **Saturday, March 23rd: 10:00 AM – 3:00 PM**
- **Sunday, March 24th: 10:00 AM – 3:00 PM**

"Royal Animal Refuge is excited to be partnering with Subaru for the 2019 Atlanta International Auto Show. Last year, we were fortunate to partner with Subaru for several events including a [Subaru Loves Pets](#) adoption event in October

2018,” said Rebecca Royal Tate, Founder of Royal Animal Refuge. “Because of the automaker’s deep commitment to helping the community, we have been able to care for and match several hundred adoptable dogs with their forever families – giving them a second chance for the love of which they are so deserving. The opportunity to partner with Subaru at the Atlanta International Auto Show will give us the ability to showcase our pets, share our mission, and match pets with their forever families.”

All adopters are subject to normal Royal Animal Refuge adoption guidelines and procedures. Prospective adopters should submit an application online or be prepared to do so on-site, and also bring photo ID. To learn more about the adoption process, visit RoyalAnimalRefuge.org.

This Atlanta International Auto Show adoption event is a part of the [Subaru Loves Pets](https://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](https://www.subaru.com/pets) philanthropic platform. For more information about Subaru Loves Pets, please visit www.subaru.com/pets.

About Subaru Love Promise

The [Subaru Love Promise](https://www.subaru.com/pets) 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 Royal Animal Refuge:

Established in 2017, Royal Animal Refuge is a 501c3 non-profit, volunteer-based organization dedicated to the rescue of dogs from high-kill shelters in Georgia. Operating in a physical location in Peachtree City and partnering with a network of foster homes in the South Metro Atlanta area, Royal has rescued over 1,000 lives since its grand opening in the fall of 2017.

Visit RoyalAnimalRefuge.org to learn more.

About Subaru of America, Inc.

[Subaru of America, Inc.](https://www.subaru.com) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](https://www.subaru.com) 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.](https://www.subaru.com), 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®](https://www.subaru.com), 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. Follow us on [Facebook](https://www.facebook.com/subaruusa), [Instagram](https://www.instagram.com/subaruusa), [LinkedIn](https://www.linkedin.com/company/subaruusa), [TikTok](https://www.tiktok.com/@subaruusa), and [YouTube](https://www.youtube.com/subaruusa).