



# Media Information

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## SUBARU OF AMERICA SUPPORTS SHELTER PETS DURING 2019 NEW YORK INTERNATIONAL AUTO SHOW WITH ADOPTION EVENT

Automaker Partners with ASPCA to Help Pets Find Loving Homes

Camden, N.J., Apr 18, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 New York International Auto Show in partnership with the [ASPCA](#)® (American Society for the Prevention of Cruelty to Animals®), based in New York City. The ASPCA is the longest-standing animal welfare organization in North America and serves as the nation's leading voice for animals in crisis. Taking place at the Subaru exhibit on Level One inside the Jacob K. Javits Convention Center, this first-of-its-kind event is aimed at finding homes for pets in the greater New York City area.

Those who visit the exhibit will have the opportunity to adopt and take home a dog or puppy through the ASPCA's standard adoption process. Exhibit attendees are also encouraged to make rope toys as a donation to the ASPCA Adoption Center 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 the ASPCA.

"The love of pets is an essential pillar of our Subaru Love Promise, and we're proud to partner with the ASPCA to advance that mission," said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. "We hope that together, we can unite our furry friends with loving homes in the New York City metro area while bringing awareness to the necessity of caring for shelter animals."

Attendees to the auto show are invited to interact with these playful pups during select times and dates, as outlined below:

- **Friday April 19th: 12:00 PM – 4:00 PM**
- **Saturday, April 20th: 12:00 PM – 4:00 PM**
- **Sunday, April 21st: 12:00 PM – 4:00 PM**
- **Wednesday, April 24th: 12:00 PM – 4:00 PM**
- **Thursday, April 25th: 12:00 PM – 4:00 PM**

- **Friday, April 26th: 12:00 PM – 4:00 PM**
- **Saturday, April 27th: 12:00 PM – 4:00 PM**
- **Sunday, April 28th: 12:00 PM – 4:00 PM**

“The ASPCA is grateful for our 11-year-partnership with Subaru, which has impacted more than 57,000 animals through ASPCA rescue operations, animal relocation programs, and adoption support across the country,” said Matt Bershadker, President & CEO, ASPCA. “In 2018 alone, Subaru raised more than \$2.9 million for the ASPCA, making a life-changing difference in the lives of 6,758 animals, and we couldn’t ask to share this success with a more dedicated or generous partner than Subaru.”

All adopters are subject to standard ASPCA adoption guidelines and procedures. Prospective adopters must be 18 years of age or older and should bring a photo ID and be prepared to fill out an application for adoption. Visitors can also check out the ASPCA Mobile Adoption Van, which will be parked onsite. To learn more about the adoption process, visit [aspca.org/adopt](http://aspca.org/adopt).

The New York International Auto Show adoption event is a part of the [Subaru Loves 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](#) philanthropic platform. 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 the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation’s leading voice for animals. More than two million supporters strong, the ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit [www.ASPCA.org](http://www.ASPCA.org), and be sure to follow the ASPCA on [Facebook](#), [Twitter](#), and [Instagram](#).

#### **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 \$145 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.

For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).