



Media Information

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SUBARU COLOR 5K GOES VIRTUAL WITH MOBILE APP, REGISTRATION OPEN

First 600 participants to complete race will receive finisher medal

LAFAYETTE, Ind., Jun 2, 2020 - Going virtual this year with a mobile app, the sixth annual Subaru Color 5K is open for registration at <https://subarucolor5k.itsyourrace.com>. For \$15 per person, the first 600 to complete the fundraiser between June 13 and July 12 will receive a finisher medal by mail.

Organized by Subaru of Indiana Automotive (SIA), the Color 5K has traditionally been hosted on the company's grounds where participants have been showered with colored powder at stations along two available courses. With this year's virtual format, participants can select the 5K route of their choosing—or even run on a treadmill.

In addition to registering, participants can use the website to recruit family and friends to join their team or make a contribution. Sponsors for this year's event include the SIA Foundation, CTI Personnel and Bob Rohrman Subaru.

Runners and walkers are encouraged to download the IYR Virtual mobile app to track their race. The app will automatically stop when the selected distance is reached and submit the results. Those who do not wish to use the app may submit results manually.

Last year's event attracted nearly 550 participants and raised a record-breaking \$52,000 for Special Olympics Indiana. Since its inception, the Subaru Color 5K has raised nearly \$190,000 in support of the organization's year-round training and competition for children and adults with intellectual disabilities.

About Subaru of Indiana Automotive

Subaru of Indiana Automotive (SIA), a subsidiary of Subaru Corp., is the home of North American production for the Ascent, Impreza, Legacy and Outback. SIA employs more than 6,000 associates who are committed to quality, safety and environmental stewardship. For more information, visit subaru-sia.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](#).