

# Media Information



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## SUBARU SEVENTH ANNUAL "SHARE THE LOVE" CHARITY EVENT TO SET NEW DONATION RECORD

National Charities Include: ASPCA®, Make-A-Wish®, Meals On Wheels®, and National Park Foundation

Cherry Hill, N.J., Oct 23, 2014 - Subaru of America, Inc. has announced it will donate \$15 million to charitable partners during its seventh annual "Share the Love" event. In 2013, Subaru donated \$10 million to "Share the Love" charities and over the course of the six year program, Subaru has donated a total of \$35 million.

From November 20, 2014 to January 2, 2015, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities: ASPCA®, Make-A-Wish, Meals On Wheels Association of America®, and National Park Foundation.

In addition to the four national organizations, Subaru retailers once again have the opportunity to add a local charity for their customers to support. This year, 608 hometown charities have been selected by Subaru retailers. With Subaru retailers also making their own donations to local charities, total donations will be well in excess of the \$15 million committed by Subaru of America.

The sales growth experienced by the brand in recent years means that by continuing to donate \$250 per vehicle sold during the program, total charitable contributions will likewise increase, this year to \$15 million.

"We are thrilled to continue the Share the Love program. It is part of our culture as an organization to support causes important to our customers," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "By the end of this year, Subaru will have donated \$50 million to worthy causes."

- **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

### **ASPCA®**

The ASPCA® has been the voice for animals for 148 years, providing relief, care, and service to those in need. Whether it's rescuing animals from abuse, introducing and enforcing more humane legislation or supporting shelter communities, each donation furthers efforts to help animals live better lives.

### **Make-A-Wish®**

When kids with life-threatening medical conditions are granted their one true wish, they get the strength to keep

fighting. Their families come together. And lives get better for everyone involved. Help Make-A-Wish grant wishes for kids in your community.

#### **Meals On Wheels Association of America®**

The Meals On Wheels Association of America provides national leadership to support local, community-based senior nutrition programs to ensure that no senior is hungry or alone. Each donation helps to deliver the nutritious meals, friendly visits, and safety checks that enable America's seniors to live nourished lives with independence and dignity.

#### **National Park Foundation**

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, protecting America's special places, connecting people to parks, and inspiring the next generation of park stewards.

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

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 600 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. For additional information, visit [media.subaru.com](http://media.subaru.com).