

Media Information



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SUBARU OF AMERICA AND UNITED BY BLUE TO CO-HOST SIX WATERWAY CLEANUPS AROUND THE U.S. IN 2015 - 2016

Subaru and lifestyle apparel brand UBB continue partnership to help keep the world's oceans and waterways blue and beautiful for a fourth year

Cherry Hill, N.J., Jul 23, 2015 - Subaru of America, Inc. and United By Blue (UBB) are once again partnering to co-host six waterway cleanups around the country in 2015 and 2016. This joint effort will help keep oceans and rivers free of trash. UBB is committed to removing a pound of trash from oceans and waterways for every product sold, and Subaru serves as the official vehicle of UBB's clean-up efforts as both brands share a desire to protect the environment and a commitment to making the world a better place. Subaru also hopes to help UBB surpass the landmark of 250,000 pounds of total trash removed from waterways by the end of 2015.

"We are proud to continue our partnership with Subaru, a brand that shares our commitment to saving the environment," said Brian Linton, founder of United By Blue. "Truly the ideal partner for helping to transport our supplies and volunteers, Subaru and United By Blue will once again work hand-in-hand to clean some of America's most important at-risk waterways, one pound of trash at a time."

The pollution of the world's oceans and rivers is one of the most pressing environmental issues facing the planet. To date, UBB has conducted 130 cleanups across 21 U.S. states, removing over 243,843 pounds of trash from rivers, streams, creeks and beaches and will work alongside Subaru once again to bring together thousands of volunteers across the country to help address an ever-present threat to the environment.

"We at Subaru, like many of our owners, believe it is our responsibility to help affect positive change in the world and our partnership with United By Blue exemplifies that belief," said Tim Tagye, promotions and sponsorship manager, Subaru of America, Inc. "Together, our cleanup activities can make a difference in keeping our waterways beautiful."

Cleanups co-hosted by Subaru and United By Blue will begin on July 25, 2015 at the Patapsco River in Maryland and continue through May 2016 at various major rivers across the country in Utah, Ohio, Pennsylvania, New Jersey and Michigan including:

- 7/25/15 – Patapsco River – Ellicott City, MD (10:00am – 1:00pm)
- 8/1/15 – Jordan River – Salt Lake City, UT (10:00am – 1:00pm)
- 9/12/15 – Cuyahoga River – Cleveland, OH (10:00am – 1:00pm)

- 9/19/15 – Brandywine Creek – Kennett Square, PA (10:00am – 1:00pm)
- 4/23/16 – Cooper River – Camden, NJ (10:00am – 1:00pm)
- 5/21/16 – Detroit, MI (10:00am – 1:00pm)

Subaru is deeply committed to the environment and has a history of taking steps to protect it. Through their “Subaru Loves The Earth” initiative, Subaru continues to make a positive impact on the environment in a variety of ways including building fuel-efficient vehicles at a zero landfill automotive plant in Indiana and forging partnerships with nonprofit organizations such as the [International Mountain Biking Association](#) (IMBA), [Leave No Trace](#) and [National Park Foundation](#). Subaru is the sole automotive partner to the National Park Foundation for the National Park Service Centennial celebration and has pledged to share its knowledge of zero landfill practices with the National Park Service in an effort to help reduce landfill waste at national parks while preserving and protecting some of America’s most precious areas.

For additional information regarding Subaru’s partnerships, visit [subaru.com](#).

To learn more about the cleanup or sign up, volunteers should visit [www.unitedbyblue.com/collections/cleanups](#)

About United By Blue

United by Blue is an outdoor lifestyle brand of apparel and accessories dedicated to durably made goods and ocean conservation. For every product sold, they remove a pound of trash from oceans and waterways across the country through company organized and hosted cleanups. United By Blue products can be found in more than 300 retail stores internationally, online and at their stores located in their hometown of Philadelphia. For more information visit [unitedbyblue.com](#).

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 620 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](#).