



Media Information

Subaru Of America, Inc.
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Main Number: 856-488-8500

MEDIA ALERT: Subaru And The Irvine Animal Care Center Host 'Home For The Holidays' Pet Adoption Event

Irvine, Calif., Dec 2, 2009 - What: Subaru of America, Inc. and The Irvine Animal Care Center (IACC), which has a strong relationship with ASPCA, is sponsoring "Home for the Holidays," a pet adoption event to raise awareness about Irvine's growing homeless pet population. The free event will feature more than 500 adoption-ready animals, pet-related vendors, food, a silent auction and raffle, a bake sale and "Ask a Vet" and "Ask a Trainer" booths, plus Santa Claus will be on hand to take photographs with children and family pets.

WHO: Subaru of America, Inc. and The Irvine Animal Care Center

When: Sunday, December 6, 2009 10:00 AM-3:00 PM

Where: Irvine Animal Care Center 6443 Oak Canyon Road Irvine, Calif. 92618

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of approximately 600 dealers across the United States. In addition, Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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 www.subaru.com.

About The Irvine Animal Care Center

To be a pioneering and progressive municipal animal care facility until animal population control, humane education, and increased public responsibility for their companion animals eliminates the need for the sheltering of lost, stray and unwanted companion animals.

In a pioneering and progressive manner, the Irvine Animal Care Center: Provides a safe, clean, caring, and enriching environment that meets the high standards of our community and provides the community a resource of trained and knowledgeable staff and volunteers; places all adoptable animals into permanent loving responsible pet homes and reunites owner-identified animals with their owners; and Promotes human responsibility for companion animals.