



## Media Information

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### **NINE YEARS RUNNING: SUBARU SHARE THE LOVE® EVENT RETURNS IN 2016**

#### **2016 National Charitable Partners Include ASPCA®, Make-A-Wish®, Meals on Wheels America and National Park Foundation**

Cherry Hill, N.J., Oct 25, 2016 - Subaru of America, Inc. has announced the return of its annual Share the Love Event in 2016. This year, for the first time throughout the life of the program, there will be no cap on the total donation from Subaru of America to its Share the Love charitable partners. By the end of this year's event, Subaru hopes to exceed a grand total of \$90 million donated since the creation of Share the Love.

From November 17, 2016 to January 3, 2017, Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of the following charities with a minimum guarantee of \$250,000: ASPCA®, Make-A-Wish, Meals on Wheels America and National Park Foundation.

In addition to the four national charity partners, Subaru retailers can once again select a hometown charity for their customers to support. This year, over 660 local charitable organizations are participating in the Subaru Share the Love Event. With some retailers again adding their own donations to the hometown charities, total donations by Subaru and its participating retailers are expected to exceed previous years.

"We at Subaru are thrilled to support our national and hometown charity partners for the ninth consecutive year," said Alan Bethke, Senior Vice President of Marketing, Subaru of America Inc. "Through the Share the Love platform we are proud to continue our commitment to the causes our customers care about most and look forward to exceeding a grand total of \$90 million donated through this initiative."

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**Join the dialog:** [http://www.twitter.com/subaru\\_usa](http://www.twitter.com/subaru_usa) #sharethelove

#### **Hometown Charities**

In 2016, the Subaru Share the Love Event will provide support to over 660 Hometown Charities.

#### **ASPCA**

A leading voice for animals for in the United States and celebrating its 150th anniversary this year, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) provides life-saving protection and care to animals in need.

Whether it's rescuing animals from abuse and neglect, introducing and enforcing more humane legislation, or supporting animal shelters across the country, the ASPCA relies on donations and public support to help animals live better lives. Through the ASPCA, **Share the Love has had a significant impact on the rescue, transport, and adoption of nearly 30,000 animals across the country.**

#### **Make-A-Wish**

When children with life-threatening medical conditions are granted their one, true wish, they feel stronger, more energetic, and for many of them, it marks a turning point in their fight against their illnesses. A wish also has the power to bring families and communities together. **More than 1,200 wish children have experienced the joy of a wish come true thanks to Share the Love.** Help Make-A-Wish grant wishes for kids in your community.

#### **Meals on Wheels America**

Meals on Wheels America provides leadership to more than 5,000 local, community-based programs dedicated to fighting hunger and isolation among our nation's homebound seniors. Each donation supports the nutritious meals, friendly visits and safety checks that enable seniors to continue living nourished lives in their own homes. **Since its inception eight years ago, Share the Love has helped deliver nearly 1.44 million meals to America's seniors!**

#### **National Park Foundation**

The National Park Foundation, the official charity of America's national parks and nonprofit partner to the National Park Service, raises private funds to help protect more than 84 million acres of national parks through critical conservation and preservation efforts, connect people from all backgrounds with their incomparable natural landscapes, vibrant culture and rich history, and inspire the next generation of park stewards. **Through Share the Love, Subaru has provided funding for vital programs and projects in more than 100 national parks and helped increase public awareness and engagement across our National Park System.**

#### **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](http://media.subaru.com).