



# Media Information

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## **SUBARU OF AMERICA AND MWWPR TAKE HOME TWO PLATINUM PR AWARDS FOR DRIVING HOME THE SHOCKING NEED FOR PET SAFETY**

### **Pet Safety Campaign Earns Accolades from PRNews in Media Relations and PSA Categories**

Cherry Hill, N.J., Nov 4, 2016 - Subaru of America and agency of record MWWPR have been honored with two 2016 Platinum PR Awards from PRNews for the [2015 pet safety campaign](#). A winner in both the Media Relations and PSA categories, the campaign successfully raised awareness for pet lovers everywhere on the importance of protecting pets when traveling and was recognized during a ceremony in New York, NY on October 19, 2016.

"Truly great campaigns have a way of bringing untold, yet important stories to life," said Michael McHale, Director, Corporate Communications at Subaru of America, "Through the great work done by our team and MWWPR, the pet safety initiative was able to not only generate amazing awareness of a little known issue, but also affect positive change and bring accountability to the unregulated pet products industry."

Subaru consumer data indicated that more than 69% of its customers own at least one pet, and more than half of them travel with their four legged friends. This passion and love for pets, long synonymous with the Subaru brand, inspired a partnership with the Center for Pet Safety (CPS), a non-profit research and consumer advocacy organization to conduct the 2015 Crate and Carrier Crashworthiness Studies, which examined the effectiveness and safety of pet crates and carriers in the event of a crash. While some top performers were identified, many more failed testing in shocking fashion, risking injury or death for both the pet and the driver.

For information about Subaru's commitment to the wellbeing and safety of our pets, and to find out more about the partners that Subaru supports, visit <http://www.subaru.com/pets/>.

### **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).

**About MWWPR**

MWWPR is one of the world's largest independent public relations agencies with a global network of eight offices across the US and Europe. A full-service firm that approaches communications without the boundaries of expected thinking, MWWPR's expertise spans Consumer Brands, Technology, Corporate Communications and Reputation Management, Public Affairs, Crisis Communications, LGBT, Entertainment, Sports & Luxury Lifestyle, and Health & Wellness. This year, MWWPR is celebrating 30 years of providing strategic communications counsel and public relations support for its diverse client portfolio.

With dedicated insights, strategy, data and analytics, social media, creative and technology teams, MWWPR ensures that clients Matter More™ to the stakeholders who matter most. MWWPR's Matter More™ approach has been recognized by numerous top industry awards. MWWPR has been honored for "Company of the Year," "PR Agency of the Year" and "Top Places to Work in PR," in addition to numerous awards for client work.

To learn more about MWWPR, visit <http://www.mww.com> or follow us on social @MWW\_PR.