



## Media Information

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### **NEW STUDENT ART INSTALLATION ENCOURAGING RECYCLING UNVEILED AT GRAND TETON NATIONAL PARK THANKS TO PARTNERSHIP WITH SUBARU OF AMERICA**

Cherry Hill, N.J., Jul 20, 2017 - Subaru of America, Inc., in partnership with Grand Teton National Park, Jackson Hole Public Art and the Teton County School District, recently unveiled a set of art installations designed to raise awareness of reducing waste in the park and encouraging recycling for all those visiting Grand Teton National Park. The two projects debuted at the Craig Thomas Discovery and Visitor Center in Grand Teton National Park, where an estimated 100,000 visitors will view the artwork through July 30, 2017.

art installations were designed and executed by students in Jackson Hole High School's Fabrication Lab under the guidance of Jackson Hole Public Art's professional artist-on-staff, Bland Hoke, and funded by Subaru of America, Inc. as part of its Zero Landfill Initiative. Through this initiative, Subaru has shared its knowledge of zero landfill practices with the national parks and continues to work with three pilot parks – including Grand Teton – with a goal of significantly reducing waste going into landfills.

"We are amazed at the creativity behind each art installation by the students at Jackson Hole High School. This program really encourages visitors to think about how recycling can reduce waste going into landfills," stated Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "The younger generations will be a driving force in guiding the planet to a greener future and Subaru is proud to support these students in that journey."

The first art installation, titled STREAM (Science, Technology, Recycling, Engineering, Arts, Math), measures 25 feet high by 45 feet long and is comprised of repurposed wood and a flowing stream of recycled water bottles and shimmering rainbow trout coated with La Croix can scales – the largest trout measuring an impressive six feet long. This project visualizes the 2016 recycling diversion rate, comprised of aluminum and plastic both materials collected for recycling and those materials disposed of in the waste stream. Outside on the terrace, a sculptural river flows overhead depicting the materials not collected for recycling. Inside, a smaller portion of material depicts the ratio of materials collected for recycling.

The second art installation, titled Mountain Recycling Bin, is fabricated out of steel in the shape of three Teton peaks, each with a clear window that displays three commonly collected recycled materials; glass, aluminum and #1 plastic. To address the problem of contamination by mixing materials, the students chose to showcase the recycled materials in an engaging way. Using hammers and blenders, they processed glass, plastic and aluminum into different sized particles and filled a container with the smallest particles on the bottom and recognizable recycled materials at the top of the

mountain.

“The most important thing I will take away from this project is the importance of working with a team. Throughout this project, I’ve learned that working with organizations like Jackson Hole Public Art, Grand Teton National Park, Subaru and my teammates really makes a project a lot better. I think this is definitely something I will take with me into the real world, as it will benefit me in the future.” – Morana, student.

“My idea for this project revolved around the idea of zero landfill. I find this to be very important for people to know that instead of throwing away all of our recyclables, we can be more effective and interactive by using these bins.”  
– Ashley, student.

The creative partnership between Subaru, Grand Teton National Park, Teton County School District and Jackson Hole Public Art equipped students with in-depth knowledge of the waste stream in the National Park and Teton County, and engaged students as ambassadors of the park. For more information about the Subaru zero landfill initiative, visit [www.Subaru.com/environment](http://www.Subaru.com/environment)

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

[Subaru of America, Inc.](http://www.Subaru.com/environment) (SOA) is a wholly owned subsidiary of [Subaru Corporation](http://www.Subaru.com/environment) 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.](http://www.Subaru.com/environment) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](http://www.Subaru.com/environment), which is the company’s vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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#### **About Grand Teton National Park**

Grand Teton National Park and John D. Rockefeller, Jr. Memorial Parkway, units of the National Park Service, preserve 333,700 acres in northwest Wyoming for future generations. Visitors enjoy the Teton Range, pristine lakes, the Snake River, the valley of Jackson Hole, and the wildlife that call these places home. Visit [www.nps.gov/grte](http://www.nps.gov/grte) or follow at [www.facebook.com/GrandTetonNPS](https://www.facebook.com/GrandTetonNPS), [www.twitter.com/GrandTetonNPS](https://www.twitter.com/GrandTetonNPS), [www.instagram.com/grandtetonnps](https://www.instagram.com/grandtetonnps), and [www.flickr.com/photos/grandtetonnps](https://www.flickr.com/photos/grandtetonnps).

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#### **About Jackson Hole High School’s Fabrication Lab**

The Jackson Hole High School Digital Fabrication Lab started in the fall of 2013 with 100 students. The FabLab is a creative space for students to engage in the design thinking process where they solve problems using collaboration, prototyping, and high tech tools found in makerspaces.

Sammie Smith, Director of JHHS Digital Fabrication Lab

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#### **About Jackson Hole Public Art**

Jackson Hole Public Art forges partnerships for the integration of art into any environment, to inspire lasting cultural, educational and economic benefits. Jackson Hole Public Art’s Building STEAM program was formed two years ago by artist-on-staff Bland Hoke to introduce high school students to community issues ripe for creative problem-solving.

Learn more at [www.JHPublicArt.org](http://www.JHPublicArt.org).

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