



Media Information

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KLEAN KANTEEN AND SUBARU LAUNCH MULTI-YEAR PARTNERSHIP WITH SHARED SUSTAINABILITY GOAL

CHICO, Calif. , Jul 26, 2017 - Klean Kanteen is proud to announce a new multi-year brand partnership with Subaru of America, Inc., rolling out in July 2017. As longstanding supporters of environmental responsibility and sustainability, Subaru, America's first zero-landfill automaker, and Klean Kanteen, the first stainless steel reusable water bottle manufacturer, will leverage their passion for producing durable, long-lasting products and their knowledge of doing so with the least impact possible on the environment.

With a strong love of nature playing an integral role in each company's roots, Klean Kanteen and Subaru continue their history of partnering with organizations and non-profits, such as Leave No Trace, that share their core values and align with Subaru's environmentally-focused platform, Subaru Loves the Earth. Through these successful endeavors, Klean Kanteen and Subaru encourage responsible recreation and exploration of Earth's natural wonders. The two companies have committed their ongoing support of the National Park Services' [Zero- Landfill Initiatives](#) at Yosemite, Denali and Grand Teton National Parks, in an effort to significantly reduce waste going into landfills from all national parks.

"At Klean, we're proud to be family-owned, a B-Corp and a 1% for the Planet Member" says Jim Osgood, president & CEO at Klean Kanteen. "We run our business differently than most, and are committed to a triple bottom line approach to create positive impact in the world. For us, the partnerships we keep are incredibly important—they feed our mission to inspire awareness around reusable solutions and reduce single use waste. Working with likeminded brands like Subaru who share our core values allows us to do just that."

"Subaru strongly believes in cherishing and protecting the environment so that generations to come can enjoy all of Earth's natural wonders," said Thomas J. Doll, president and COO, Subaru of America, Inc. "We are thrilled to team up with Klean Kanteen to support our shared mission of environmental stewardship, by encouraging and educating communities across the country on how they can do their part to help the planet."

As part of the partnership, Klean Kanteen will continue to support Subaru-sponsored events throughout the U.S. for the next two years, through infrastructure, water stations, custom product and onsite education. In addition, Klean and Subaru will continue to collaborate on developing custom product for all major Subaru launches.

"We've been working closely with Subaru on events for several years, and formalizing and extending the partnership to other areas of business is a natural and exciting step for both teams," said Melissa McClary, field marketing

manager, Klean Kanteen. “We love how Subaru’s values and mission align perfectly with ours—working together, we are committed to programs, events and initiatives that help make a positive impact.

To learn more about Subaru Loves the Earth and the environmental work Subaru does, visit:

<https://www.subaru.com/csr/environment.html>; To learn more about Klean, visit www.kleankanteen.com.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), 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 Klean Kanteen

A leader in BPA-free, stainless steel drinkware and food transport, Klean Kanteen is family owned and operated, with distribution in 40-plus countries worldwide. With environmental stewardship and fair labor central to the company’s philosophy, Klean Kanteen is in Business for Good™. A 1% for the Planet member, Klean is committed to donating at least 1% of net revenue to qualified nonprofit organizations focused on environmental work, and has donated over \$1.5 million to date. In 2012, Klean Kanteen proudly became a B Corporation, certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency. For more information, please visit www.kleankanteen.com.