

# Media Information



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## **SUBARU OF AMERICA, INC. CELEBRATES LONGSTANDING SPONSORSHIP WITH 2018 PHILADELPHIA FLOWER SHOW**

### **Subaru Returns as Premier Sponsor of Flower Show for 17th Consecutive Year**

Subaru of America, Inc. announced today its continued sponsorship of the [Philadelphia Flower Show](#) for the 17th consecutive year. A "must experience" horticulture event, the annual flower show will run from March 3rd through March 11th at the Pennsylvania Convention Center, with revenues supporting the charitable efforts of the [Pennsylvania Horticultural Society](#) (PHS). This year's theme, "[Wonders of Water](#)," will celebrate the beauty and life-sustaining interplay of horticulture and water.

"Once again, Subaru is honored to return to the Philadelphia Flower Show as premier sponsor as we encourage an appreciation of nature's beauty across all walks of life," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "Like the 250,000 attendees who look forward to the Flower Show each year, Subaru too cherishes this opportunity to educate nature lovers on how we can improve our local communities and preserve Earth's wonders for years to come."

As premier sponsor, Subaru will pay tribute to its 50th anniversary in the U.S. with an exhibit that showcases the brand's most beloved vehicles including the all-new 3-row Ascent SUV, as well as its growing presence in the greater Philadelphia area with its upcoming headquarters in Camden, NJ. In tune with the Flower Show's theme of water, the Subaru exhibit will connect the past with the future by incorporating a wooden tunnel bridge and river, with the brand's first ever vehicle; the Subaru 360 and latest vehicle, the Subaru Ascent, on either side.

Subaru will also sponsor the following Philadelphia Flower Show exhibits and events:

#### **Gardener's Studio**

The [Gardener's Studio](#) will educate attendees on the importance of water sustainability in a fun, playful setting, featuring the 2018 Subaru Forester. At the exhibit, visitors can learn from nationally recognized garden experts on ways to incorporate water sustainability into their home garden through various rainwater collection techniques, as well as ways to incorporate water features into their home garden.

#### **Flowers After Hours**

[Flowers After Hours](#) is a new way to experience the 2018 PHS Philadelphia Flower Show on opening day, Saturday, March 3, 2018. Admission to the '70s-themed party includes exclusive evening access to the Flower Show after it has

closed to the public. This event is for guests ages 21 and over. Doors open at 8:30 pm; event runs until 11:30 pm. For more information, visit: <https://theflowershow.com/experiences/flowers-after-hours/>.

### **Subaru Day**

Monday, March 5th will mark 'Subaru Day' at the Flower Show, during which the automaker will support a variety of educational and entertaining integrations for event attendees, including a special Subaru customer event and the distribution of 10,000 Subaru-branded bags in honor of the all-new Subaru Ascent. In addition, Subaru will also sponsor presentations at the Gardener's Studio from Tu Bloom, garden designer behind the Grammy Awards, Michael Jackson's Neverland Ranch and the Chicago Flower Show, and Joe Lamp'l, creator, executive producer and host of the award-winning national PBS series, "Growing a Greener World."

### **Subaru Concourse Display**

The exhibit entitled, "Play with Water" will feature the 2018 Subaru Crosstrek and water-friendly Subaru accessories.

### **Fido Friday**

On ' [Fido Friday](#)' March 9th, pet parents are encouraged to bring their furry friends along for some Flower Show fun and walk the 'Subaru Loves Pets'-branded orange carpet. Parents and pups will also receive a free Subaru Loves Pets dog ID tag.

For Philadelphia Flower Show times and ticket sales, visit: <http://theflowershow.com/show-info>.

For information on Subaru's environmental initiatives, visit: <http://www.subaru.com/environment>.

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

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan.

Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](http://media.subaru.com).

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