



Media Information

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SUBARU OF AMERICA RETURNS AS THE TITLE SPONSOR OF THE 2018 CHERRY BLOSSOM FESTIVAL IN PHILADELPHIA

Subaru Celebrates the Arrival of Spring During the Japanese Cultural Festival

Cherry Hill, N.J., Apr 5, 2018 - Subaru of America, Inc. today announced its continued title sponsorship of the annual [Subaru Cherry Blossom Festival of Greater Philadelphia](#). For the 15th year, Subaru will sponsor the Cherry Blossom Festival produced by the [Japan America Society of Greater Philadelphia](#) (JASGP). Taking place this year from April 7th through April 15th, the celebration commemorates the beautiful blossoms and invites people of all cultural backgrounds to experience spring's beauty and foster a better understanding of Japan's rich cultural heritage.

The annual Subaru Cherry Blossom Festival honors Japan's gift of 1,600 cherry blossom trees to the City of Philadelphia as a sign of friendship in 1926. To welcome the return of spring, family and friends from all over the Greater Philadelphia Area are encouraged to unite under the blossoms to experience a variety of events, including demonstrations of martial arts, ikebana flower arranging, as well as live musical and dance performances.

"The Subaru Cherry Blossom Festival is a cherished celebration that has encouraged cultural understanding in the local community for more than 20 years," said Thomas J. Doll, president and chief executive officer, Subaru of America, Inc. "We are honored once again to partner with the Japan America Society of Greater Philadelphia to welcome the beauty of spring and the unity of diverse cultures."

The Subaru Cherry Blossom Festival will conclude with its centerpiece event, [Sakura Sunday](#), on Sunday, April 15th at the Horticulture Center in Fairmount Park. Home to hundreds of blooming cherry trees including two from 1926. Fairmount Park's Horticulture Center will feature two stages of performances, arts and crafts, the Little Akiba Anime and Cosplay Circle, tours of Shofuso, and much more. Additionally, attendees are invited to participate in the festival's other events, including Sakura Week cultural activities at Shofuso, Philadelphia's Japanese house and garden, film screenings, restaurant events, and the annual Cherry Blossom 10K & 5K.

In addition to sponsoring the Cherry Blossom Festival for the 15th year, Subaru is once again sponsoring the following events on Sakura Sunday:

- Prettiest Pet in Pink Parade – Pink petals meet pink pets: pet owners are invited to dress their dogs in pink for a march through the festivities.
- Subaru Sushi Samurai of the Year Contest – Amateur sushi chefs will face off for this esteemed prize in a competition led by Philadelphia's Queen of Sushi, Madame Saito.

For more information on the Subaru Cherry Blossom Festival, please visit www.subarucherryblossom.org. Follow @phillysakura and use #phillysakura on Facebook, Instagram, and Twitter.

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.

For additional information visit media.subaru.com. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

About JASGP

The [Japan America Society of Greater Philadelphia](#) (JASGP) is a private nonprofit organization that has brought Philadelphia and Japan closer together for more than 25 years through art, business, and culture. We operate Shofuso, a traditional Japanese house and garden in West Fairmount Park which hosts over 30,000 visitors annually; we produce the Subaru Cherry Blossom Festival drawing more than 15,000 participants each year; and we provide Japanese arts, business, and cultural programming for all ages. For more information, visit japanphilly.org.

About Shofuso

Shofuso is a historic Japanese house and garden representing friendship between Japan and Philadelphia from 1876 to present day, and celebrates 60 years in West Fairmount Park. It is open to the public from April through October, Wednesdays through Fridays from 10 am to 4 pm and Saturdays and Sundays from 11 am to 5 pm. Adult admission is \$12; admission to senior citizens, students with ID, and children ages 6-17 is \$8; admission to Pennsylvania ACCESS card holders is \$2; and JASGP members, active duty military with ID, and children 5 and under are admitted free. Shofuso is located at Horticultural and Lansdowne Drives in West Fairmount Park, Philadelphia, PA 19131. For more information, visit japanesehouse.org.