



# Media Information

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## Subaru Kicks Off Its Second Annual Share The Love Event This Weekend

*Five charity partners to receive donations from this year's event  
250 dollars donated for each vehicle sold*

Cherry Hill, N.J., Nov 17, 2009 - Subaru of America, Inc. has announced that its' second annual Share the Love Event kicks off Saturday, November 21, 2009 and will run through Monday, January 4, 2010. The company, which last month had its best October sales ever and continues to outpace the industry, will continue its mission to give back to charities in need.

"Last year we created the Share the Love Event to help struggling charities and give back to the community," says Tim Mahoney, senior vice president and CMO, Subaru of America, Inc. "Thanks to our customers, last year we donated \$4.6 million to those organizations. This year Subaru hopes to donate more and in addition, the company is giving employees across the country time off to volunteer with one of its five charity partners."

The Share the Love Event runs from November 21, 2009 - January 4, 2010 with Subaru donating \$250 for every new Subaru vehicle sold or leased. Customers can either select one charity to receive a \$250 donation or split it among any number of the following five charities:

- The American Society for the Prevention of Cruelty to Animals (ASPCA)
- Meals On Wheels Association of America
- Habitat for Humanity
- National Wildlife Federation® (NWF)
- Boys & Girls Clubs of America

Additionally, Subaru employees will pitch in for volunteer activities in their local areas to help increase awareness about the charities and their missions.

### **About ASPCA**

For more than 143 years, the ASPCA has been dedicated to helping animals live better lives, whether it's rescuing animals from abuse, introducing and enforcing more humane legislation, sharing resources with shelters or making advances in veterinary medicine.

### **About Meals on Wheels Association of America**

Meals On Wheels Association of America (MOWAA) works every day with thousands of local Meals On Wheels

programs and hundreds of thousands of volunteers who all share in the mission to end senior hunger. The organization provides the tools and information its programs need to make a difference in the lives of others. It also gives cash grants to local senior meal programs throughout the country to assist in providing meals and other nutrition services.

#### **About Habitat for Humanity**

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, visit [www.habitat.org](http://www.habitat.org) and [www.habitat.org/ap](http://www.habitat.org/ap).

#### **About National Wildlife Federation**

National Wildlife Federation (NWF) is America's conservation and education organization, inspiring Americans to protect wildlife for our children's future. NWF unites individuals from diverse backgrounds through a grassroots network of 4 million members and supporters. We focus our conservation work in three major areas that will have the biggest impact on the future of America's wildlife:

1. Confronting global warming
2. Safeguarding places for wildlife
3. Connecting people with nature

#### **About Boys & Girls Clubs of America**

Since 1906, Boys & Girls Clubs of America has provided youth with programs and services which promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. Today Boys & Girls Clubs throughout the country are serving 4.5 million young people through membership and community outreach.

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

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of approximately 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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 [www.subaru.com](http://www.subaru.com).