



# Media Information

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## SUBARU AND REI ENCOURAGE ADVENTURE-SEEKERS ACROSS THE COUNTRY TO GEAR UP AND GET OUTSIDE

Subaru of America and REI Continue Partnership with Series of Events Focused on Exploring the Great Outdoors

Camden, NJ, Jul 12, 2018 - Subaru of America, Inc. announced today its continued partnership with REI and involvement in the outdoor leader's adventure-themed, experiential events and activities across the country. Both widely known for their love of the great outdoors, the automaker and retailer [previously partnered](#) around [REI's #OptOutside](#) initiative and are teaming up once again to make enjoying the outdoors as accessible as possible through [Outessa](#), road trip and campouts. In addition, the all-new [2019 Subaru Ascent](#) will be on display throughout the events, retreats and festivals, where attendees will have the chance to [enter to win](#) an Ascent\* of their own.

### Outessa Series

As an automaker that believes in promoting adventure for all, Subaru is proud to continue its support of REI Outessa. These outdoor events designed to grow and strengthen the community of women in the outdoors are part of REI's ' [Force of Nature](#)' effort. Subaru will once again have a presence at all three-day [REI Outessa retreats](#) this summer. Subaru returns to Waterville Valley Resort, New Hampshire for the second consecutive year, September 13th – 16th, and is joining the co-op's immersive weekend at Squaw Valley Resort, California, August 2nd – 5th. Each retreat will feature guided workshops in iconic locations to empower women to experience nature in a meaningful way.

New this year, Subaru will have a presence at REI's [Outessafest](#) music festivals in celebration of women, music and the outdoors. The two one-day festivals are open to everyone and will take place on September 29th in Patuxent River Park, Maryland and October 20th in Shakori Hills, North Carolina. The events will include inspirational speakers like Ambreen Tariq (Brown People Camping) and Jenny Bruso (Unlikely Hikers) and female-led performances, including headliners Mavis Staples and PVRIS. Participants can also join a wide array of adventures with REI Outdoor School instructors such as yoga, rock climbing, paddling, and running. Subaru will also offer engaging activities like trivia-style scavenger hunts inside the Ascent, aura photography, key chain making with Subaru-branded key tags and VIP parking for Subaru owners.

For more information on REI's Outessa series, including the music talent lineup at the fests, please visit [www.outessa.com](http://www.outessa.com).

"At Subaru, we are constantly inspired by our drivers' appetite for exploration and honored to be part of the adventure," said Alan Bethke, senior vice president of marketing, Subaru of America, Inc. "We are proud to continue our

relationship with REI to help encourage people from all walks of life to bond with fellow outdoor enthusiasts and create lasting memories in the great outdoors.”

“Subaru continues to be a valued partner as we grow the Outessa series and campouts this year,” said Sally Johnson, senior manager, events marketing at REI. “We look forward to having this like-minded partner join the co-op’s broader efforts to make the outdoors more accessible and enjoyable for all.”

### **Subaru Road Trip at REI**

Subaru will hit the road this summer, visiting 12 REI retail stores across the country as part of the automaker’s road trip series. Kicking off in Seattle on July 20th, the 2019 Subaru Ascent and other vehicles in the Subaru fleet will be available on-site for REI customers to explore first-hand, while enjoying camping-themed giveaways. For instance, customers who buy any reusable cup will receive complimentary roadside refreshment from the Subaru “camp host.” Subaru owners will receive a limited-edition camp cup and REI members will receive something special too, all while supplies last.

Visitors to participating REI stores during the road trip are also encouraged to enter for a chance to win their own Ascent, packed with REI camping gear, perfect for any family’s next adventure on the open road.

### Subaru Road Trip at REI

- July 20–22: Seattle, WA
- July 27–29: Mountain View, CA
- August 3–5: San Diego, CA
- August 10–12: Austin, TX
- August 17–19: Denver, CO
- August 24–26: Bloomington, MN
- August 17–19: Jacksonville, FL
- August 24–26: Memphis, TN
- August 31 – September 1: Cary, NC
- September 7-9: Washington, DC
- September 28-30: Vernon Hills, IL
- November 9–11: Kalispell, MT

### **REI Campouts presented by Subaru**

Subaru will join REI’s curated campouts at unique sites across the country, offering guests gourmet food and beverage experiences, engaging and inclusive activities, evening entertainment, car camping tips and more. Campers can also enter for a chance to win a 2019 Ascent equipped for adventure with REI gear.

### REI Campouts

- July 7–8: Copper Mountain, CO
- July 13–15: Sierra Climbfest, CA
- July 21–22: Angel Island, CA
- July 21–22: Unicoi State Park, GA
- July 28–29: Indiana Dunes State Park, IN
- August 25–26: Angel Island, CA
- September 14–16: Catalina Island, CA
- September 22–23: Delaware Water Gap Ntl. Recreation Area, PA
- October 13–14: Camp Bullfrog Lake, IL
- October TBD: NC Museum of Art, NC
- October 27–28: Unicoi State Park, GA

For a full lineup of event dates and locations, please visit [www.subaru.com/events](http://www.subaru.com/events).

**\*[Ascent Sweepstakes](#)**

**No Purchase Necessary. A purchase will not increase your chances of winning.** Sweepstakes starts 7/6/18 at 12:00 PM ET and ends 11/30/18 at 11:59:59 PM ET. Open only to eligible legal residents of the 50 US/DC, 18 years or older. Valid US driver's license required to claim prize. Visit <http://subaruascentsweepstakes.prizelogic.com/> for Official Rules and complete details, including entry instructions, free method of entry, event dates and locations, odds of winning, prize details and restrictions, etc. Void where prohibited or restricted by law. Sponsor: Subaru of America, Inc., One Subaru Drive, Camden, NJ 08103.

**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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

**About REI Co-op**

REI is a specialty outdoor retailer, headquartered near Seattle. The nation's largest consumer co-op, REI is a growing community of more than 16 million members who expect and love the best quality gear, inspiring expert classes and trips, and outstanding customer service. REI has 152 stores in 35 states and the District of Columbia. If you can't visit a store, you can shop at REI.com, REI Outlet or the free REI shopping app. REI isn't just about gear. You can take the trip of a lifetime with REI Adventures, a global leader in active adventure travel that runs more than 170 custom-designed itineraries worldwide. The REI Outdoor School is run by professionally-trained, expert-instructors who teach beginner- to advanced-level courses about a wide range of activities. To build on the infrastructure that makes life outside possible, REI invests millions annually in hundreds of local and national nonprofits that create access to—and steward—the outdoor places that inspire us all.