



# Media Information

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## “SUBARU LOVES LEARNING” CELEBRATES THE IMPORTANCE OF EDUCATION IN AUGUST

Subaru of America and the American Association for the Advancement of Science Continue Partnership to Inspire Students Nationwide

Camden, N.J., Aug 1, 2018 - Subaru of America, Inc. announced today it will once again team up with the [American Association for the Advancement of Science](#) (AAAS) to bring the world of science, engineering, and innovation to students through the “Subaru Loves Learning” initiative celebrated each August. According to AAAS, only 36% of high school students are ready for college level science, while over 80% of the fastest growing jobs in the U.S. are in science fields. As part of the automaker’s philanthropic [Love Promise](#) Community Commitment platform, 502 Subaru retailers across the country will work alongside AAAS’s 120,000 members and 250 affiliated societies to help engage young minds by providing greater access to award-winning science books and much-needed school supplies. To date, more than 187,000 books have been donated to schools nationwide through this partnership.

Subaru retailers will again be matched with local schools and donate a diverse array of award-winning books to help bridge the gap and further promote K-12 science education. Books are selected from the winners and finalists of the [AAAS/Subaru SB&F Prize for Excellence in Science Books](#), which celebrates outstanding science writing and illustration for children and young adults. Selected books are scientifically sound and foster an understanding and appreciation of science in readers of all ages.

Throughout August, consumers are encouraged to visit a participating Subaru retailer who will donate a book in their name and write an inspirational note of encouragement on a bookmark to be placed inside the donated book. In addition, Subaru retailers across the country also will have school supply collection boxes for visitors to donate essential school supplies, like pencils, erasers, notebooks, backpacks, and more.

“At Subaru, we know the deepest learning happens when students have the tools they need to inspire new ways of thinking and seeing the world,” said Alan Bethke, senior vice president of marketing at Subaru of America. “We believe education is a fundamental right and are dedicated to supporting organizations, like AAAS, that make learning as accessible as possible.”

For information about Subaru Loves Learning and to find out more about the partners that Subaru supports, visit <http://www.subaru.com/loves-learning>.

**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](#). Follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

#### **About AAAS**

The American Association for the Advancement of Science (AAAS) is the world's largest general scientific society and publisher of the journal [Science](#), as well as [Science Translational Medicine](#); [Science Signaling](#); a digital, open-access journal, [Science Advances](#); [Science Immunology](#); and [Science Robotics](#). AAAS was founded in 1848 and includes nearly 250 affiliated societies and academies of science, serving 10 million individuals. Science has the largest paid circulation of any peer-reviewed general science journal in the world. The nonprofit AAAS is open to all and fulfills its mission to "advance science and serve society" through initiatives in science policy, international programs, science education, public engagement, and more. For additional information about AAAS, see [www.aaas.org](#).