



Media Information

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SUBARU OF AMERICA HELPS ANIMALS IN NEED DURING OCTOBER “SUBARU LOVES PETS” MONTH

Throughout October, Subaru will work alongside animal organizations to benefit furry friends in need

Camden, N.J., Oct 1, 2018 - Subaru of America, Inc. today announced the return of its [Subaru Loves Pets](#) initiative in October to help improve the safety and well-being of animals in communities nationwide. As the pets-focused initiative of the automaker's [Love Promise](#) philanthropic platform, Subaru will once again team up with long-standing partners [The American Society for the Prevention of Cruelty to Animals](#)® (ASPCA®) and [BARK](#), the world's most dog-centric company and makers of [BarkBox](#), to help the approximately 6.5 million companion animals that enter shelters each year.

In celebration of Subaru Loves Pets, participating Subaru retailers across the country will work alongside the automaker's established network of local animal organizations to collect supplies needed to keep animals healthy, happy and ready to find homes. Retailers will also provide Subaru Loves Pets shelter supply kits, created in partnership with BARK for the second consecutive year. The curated kits include various items aimed at improving the well-being of shelter animals awaiting adoption, such as chew toys, reusable water bowls, bath wipes and tennis balls.

In addition, select Subaru retailers are hosting pet events in partnership with local animal welfare organizations. Each pet event is supported by a grant from the ASPCA® made possible by Subaru. There are 48 animal welfare organizations and 48 retailers participating across 23 states.

Throughout October, customers are encouraged to visit their local Subaru retailer and take a picture with the Subaru Loves Pets photo frame and share on social media, using #SubaruLovesPets to raise awareness about animal welfare. As a token of appreciation, visitors will receive a Subaru Ascent or Forester plush toy or pet bandana, while supplies last.

“Each year, we at Subaru look forward to Subaru Loves Pets as a chance to celebrate our furry friends and return the unconditional love they show us each and every day,” said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. “We know our owners are passionate about their pets and we are committed to keeping all animals, including those in shelters, happy and healthy – increasing their overall chance of finding safe, loving homes.”

For more information about Subaru Loves Pets, please visit www.subaru.com/pets.

About Subaru Love Promise

The Subaru Love Promise is just that. A promise. It is a promise to do right by our community by partnering with nonprofit education, health, community, environment, and animal organizations - to set Subaru apart through our deeds and the deeds of our partners. To be unlike any other car company by doing what is right and good, just for the sake of doing it.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect 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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](#), [Instagram](#), [TikTok](#), and [YouTube](#).