



## Media Information

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### **SUBARU SHARE THE LOVE® EVENT RETURNS FOR ITS ELEVENTH CONSECUTIVE YEAR IN 2018**

2018 National Charitable Partners Include ASPCA®, Make-A-Wish®, Meals on Wheels America® and National Park Foundation

Camden, N.J., Oct 10, 2018 - Subaru of America, Inc. today announced the return of its annual Share the Love Event in 2018. Eleven years running, this year's Share the Love event marks the third consecutive year there will be no cap placed on the total donation from Subaru of America to its Share the Love charitable partners. At the culmination of this year, Subaru hopes to exceed a grand total of \$140 million donated since the Subaru Share the Love Event started in 2008.

From November 15, 2018 to January 2, 2019, Subaru will donate \$250 for every new Subaru vehicle purchased or leased at more than 628 participating Subaru retailers nationwide to the customer's choice of the following national charities: The American Society for the Prevention of Cruelty to Animals® (ASPCA®), Make-A-Wish®, Meals on Wheels America® and National Park Foundation. Once again, Subaru retailers will also have the opportunity to add a local hometown charity for their customers to support.

"At Subaru, we and our retailers are passionate about using this platform to positively impact our local communities and the causes our owners care most about, simply because it is the right thing to do," said Alan Bethke, senior vice president of marketing, Subaru of America Inc. "We look forward to making the 2018 Share the Love event an even greater success by supporting our national and local charity partners for the eleventh consecutive year and donating a grand total of \$140 million by the end of this year's event."

In addition to the four national charity partners, Subaru retailers across the country have selected 681 local charitable organizations to support during this year's Share the Love event. With some retailers adding their own donations to the hometown charities, total donations by Subaru and its participating retailers are expected to exceed previous years.

- **Follow Subaru on Facebook:** <http://www.facebook.com/subaruofamerica>
- **Join the dialog:** [http://www.twitter.com/subaru\\_usa](http://www.twitter.com/subaru_usa) #SharetheLove

**The American Society for the Prevention of Cruelty to Animals® (ASPCA®)**

A leading voice for animals for over 150 years, the ASPCA® provides life-saving protection and care to animals in need. Whether it's rescuing animals from abuse and neglect, introducing and enforcing more humane legislation, or supporting animal shelters across the country, the ASPCA helps animals live better lives. **Through the ASPCA, the Subaru Share the Love event has had a significant impact on the rescue, transport, and adoption of more than 50,000 animals across the country.**

#### **Make-A-Wish®**

Research shows when children diagnosed with a critical illness are granted their one true wish, it gives them renewed strength and energy to keep fighting. Their families and entire communities come together. The impact from just one wish, has the power to transform the lives of everyone involved. **Through Make-A-Wish, the Subaru Share the Love event has granted the wishes of more than 1,800 kids with life-threatening medical conditions.**

#### **Meals on Wheels America®**

Meals on Wheels America provides leadership to local, community-based programs dedicated to fighting hunger and isolation among our nation's homebound seniors. **Through Meals on Wheels America, the Subaru Share the Love event has helped deliver nearly two million meals to America's seniors.**

#### **National Park Foundation**

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs, safeguarding our heritage, and inspiring generations of national park enthusiasts. **Through the National Park Foundation, the Subaru Share the Love event has provided funding for critical programs and projects in more than 100 national parks and helped increase public awareness and engagement across our National Park System.**

#### **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.

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