



## Media Information

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### SUBARU OF AMERICA CONTINUES SPONSORSHIP OF THE PHILADELPHIA FLOWER SHOW FOR THE 18TH CONSECUTIVE YEAR

Subaru Returns as Premier Sponsor to Celebrate the Beauty of Nature

Camden, N.J., Jan 17, 2019 - Today, Subaru of America, Inc. has announced that, for the 18th year in a row, it will serve as the premier sponsor of the [Philadelphia Flower Show](#). This annual show is produced by the [Pennsylvania Horticultural Society](#) (PHS) and will run from March 2nd to the 10th. The nation's largest and longest-running horticultural event will return to Philadelphia with this year's theme honoring "Flower Power." The theme pays tribute to the enormous impact of flowers on people's lives, as well as celebrates the 50th anniversary of the Woodstock music festival and the era of "Flower Power."

"We are extremely proud to continue our long-established sponsorship of the Philadelphia Flower Show for a landmark eighteenth year," said Thomas J. Doll, President and Chief Executive Officer, Subaru of America, Inc. "We at Subaru deeply cherish supporting our community and the environment. Our relationship with the Pennsylvania Horticultural Society reflects our mutual goal of educating consumers on the importance of maintaining our beautiful landscape and sharing sustainability practices that ensure we all can continue to enjoy these natural wonders."

As the premier sponsor, Subaru will pay tribute to this year's event by showcasing multiple exhibits that feature the brand's most beloved vehicles. For the main exhibit, Subaru will feature Mid-Century Modern architecture and sustainable use of nature's resources that elegantly provide shelter for the largest member of the Subaru lineup, the all-new, 2019 Subaru Ascent. At the exhibit, attendees can learn how rainwater is repurposed with the use of permeable turf joints to water Perennial plantings that provide a habitat for birds, butterflies and more. Attendees will also find a family vegetable garden blended beautifully with the perennials in this home garden display.

Subaru will also sponsor the following Philadelphia Flower Show exhibits and events:

#### Flowers After Hours

On Saturday, March 2, Subaru will sponsor the Philadelphia Flower Show's "Flowers After Hours," an evening of Sixties-styled fun among the gardens. The event will feature DJ Robert Drake and The Beat-Tells, a Beatles Tribute band. [Reserve](#) your ticket now.

#### Fido Friday

On 'Fido Friday' March 8th, four-legged and two-legged friends are invited to experience the Flower Show together.

At the event entitled, "Woofstock," hundreds of costumed canines will prance about in their Sixties inspired attire enjoying the show and pet friendly activities. Dogs are free with human admission.

### **Subaru Concourse Exhibit**

In this Upcycled Hippy DIY Garden, the 2019 Subaru Crosstrek highlights the creative gardener's outdoor retreat. In this exhibit, attendees can learn how to upcycle waste into creative objects. Attendees will also learn about how Subaru retailers across the U.S. are collecting hard-to-recycle waste at their retail stores and are turning this waste into furnishings to be donated to their communities.

### **Potting Parties at the Home Gardener's Hub**

The all-new, 2019 Subaru Forester Sport display will lead attendees to the all-new Home Gardeners' Hub. Here, attendees with an active, gardening lifestyle will be able to get their hands dirty in the newly redesigned space. Subaru will host daily "Potting Parties" and live, interactive demonstrations inside this space.

For Philadelphia Flower Show times and ticket sales, visit: <http://theflowershow.com/show-info>.

For information on Subaru's environmental initiatives, visit: <http://www.subaru.com/environment>.

### **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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).