



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## SUBARU HOSTS EVENT TO HELP PETS FIND HOMES DURING 2019 PHILADELPHIA AUTO SHOW

Automaker Partners with Philadelphia Animal Welfare Society and Morris Animal Refuge to Help Save Lives of Pets in Danger

Philadelphia, PA , Feb 1, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 [Philadelphia Auto Show](#) through partnerships with two local animal shelters – the [Philadelphia Animal Welfare Society](#) (PAWS) and the [Morris Animal Refuge](#) (MAR). Both 501(c)3 non-profit organizations are dedicated to saving Philadelphia's homeless and at-risk animals. The first-of-its-kind event will be held inside the Pennsylvania Convention Center, at the Subaru exhibit, where attendees will have the opportunity to adopt and take home a dog or puppy.

Auto show attendees not looking to adopt a pet can make rope toys as a donation to one of the shelters or for their own pet, as well as create custom pet tags using the Subaru Loves Pets engraver. All activities at the Subaru booth will be complimentary, with donations and proceeds going to PAWS's and MAR's work in the greater Philadelphia and Delaware Valley area.

"At Subaru, we look forward to the additional opportunities 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. "Partnering with organizations such as PAWS and MAR reinforces our commitment to keeping all animals, especially those in shelters, happy; increasing their overall chance of finding safe, loving homes."

Auto show attendees will be able to interact with these adoptable canines during select times and dates, as outlined below:

### [Philadelphia Animal Welfare Society](#) (PAWS)

- Friday, Feb. 1, 7:00 PM – 9:30 PM (Black Tie Tailgate event)
- Saturday, Feb. 2, 10:00 AM – 2:00 PM
- Sunday, Feb. 3, 10:00 AM – 2:00 PM

### [Morris Animal Refuge](#) (MAR)

- Saturday, Feb. 9, 10:00 AM – 2:00 PM

- Sunday, Feb. 10, 10:00 AM – 2:00 PM

“We have been honored to work with Subaru on a variety of events for many years,” said Allison Lamond, Community Outreach & Volunteer Coordinator of Philadelphia Animal Welfare Society. “The support they have provided has enabled us to save countless lives and we look forward to continue building on our partnership for years to come.”

“We are so excited for the opportunity to work with Subaru for the 2019 Philadelphia Auto Show,” said Lewis Checchia, Executive Director of Morris Animal Refuge. “Subaru’s commitment to improving the lives of animals is inspiring and we are honored to partner with them in their efforts.”

Prospective adopters should bring with them a photo ID and either a credit or debit card to process payment. All adopters are subject to normal PAWS and MAR adoption guidelines and procedures. To learn more about the adoption process, visit <https://phillypaws.org/adopt/info/> and <https://www.morrisanimalrefuge.org/adopt>.

This Philadelphia Auto Show adoption event is a part of the Subaru Loves Pets initiative, which is dedicated to helping improve the safety and well-being of animals in communities nationwide. The automaker’s commitment to pets is one part of its Love Promise. For more information about Subaru Loves Pets, please visit [www.subaru.com/pets](http://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 Philadelphia Animal Welfare Society (PAWS)**

[PAWS](#) is a 501(c)3 non-profit organization dedicated to saving Philadelphia’s homeless and at-risk animals. PAWS is the city’s largest rescue partner and provider of low-cost, basic veterinary care for pet owners and rescue organizations that cannot otherwise access or afford it. Through its three no-kill shelters, foster care network, and special events, PAWS finds loving homes for thousands of animals each year. PAWS is working to make Philadelphia a no-kill city where every healthy and treatable pet is guaranteed a home.

#### **About The Morris Animal Refuge (MAR)**

America’s First Animal Shelter has been helping the Philadelphia area’s homeless pets since 1874, and no animal has ever been turned away from our doors. Located at 12th and Lombard in the heart of Center City, The Morris Animal Refuge offers innovative and high quality care for cats, dogs, and other small animals. We provide a full range of preventative, protective, and adoption services for neglected, abused, and abandoned animals.

The Morris Animal Refuge is a non-profit charitable organization. Morris relies on the support of foundations, corporations, and especially the generosity of concerned citizens and animal lovers to help provide a second chance and forever homes for animals in need in the Philadelphia Area.

For more information, please call (215)735-9570 or visit [www.morrisanimalrefuge.org](http://www.morrisanimalrefuge.org).

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