



Media Information

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SUBARU SUPPORTS PETS IN NEED DURING 2019 GREATER MILWAUKEE AUTO SHOW WITH ADOPTION EVENT

Automaker Partners with Humane Animal Welfare Society to Help Pets Find Loving Homes with Auto Show Adoption Event

Camden, N.J., Feb 20, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 [Greater Milwaukee Auto Show](#) through their partnership with local animal shelter, [Humane Animal Welfare Society](#) (HAWS). As a 501(c)3 non-profit organization, HAWS is dedicated to improving the safety and well-being of greater Milwaukee's homeless and at-risk animals. This first-of-its-kind event, to be held at the Subaru exhibit inside the Wisconsin Center, is aimed at finding forever homes for pets in the greater Milwaukee area.

Those attending the auto show are encouraged to visit the Subaru exhibit, where they will have the opportunity to begin the process of adopting a dog or puppy through completing an adoption application. Those not looking to adopt a pet can make rope toys as a donation to the shelter 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 HAWS's work in the greater Milwaukee area.

"Each year, we at Subaru look forward to finding new and unique opportunities to positively impact our furry friends and the animal community as a whole," 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."

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

- **Saturday, February 23rd: 10:00 AM – 3:00 PM**
- **Sunday, February 24th: 10:00 AM – 3:00 PM**
- **Tuesday, February 26th: 4:00 PM – 9:00 PM**
- **Saturday, March 2nd: 10:00 AM – 3:00 PM**
- **Sunday, March 3rd: 10:00 AM – 3:00 PM**

"The Humane Animal Welfare Society (HAWS) is so pleased to partner with Subaru of America," said Maggie Tate-Techtmann, HAWS Director of Organizational Development. "We are so passionate about supporting pets and helping them find their forever homes. What a natural, exciting partnership to combine our passion with Subaru's love for pets and the community! Together, we can do so much!"

All adopters are subject to normal HAWS adoption guidelines and procedures and prospective adopters should bring with them a photo ID. To learn more about the adoption process, visit <https://hawspets.org>

This Greater Milwaukee 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.

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 Humane Animal Welfare Society (HAWS)

A non-profit organization established in 1965, each year HAWS supports 8,000 animals and welcomes more than 35,000 human visitors. As an open admission animal shelter and full-service no-kill humane society, HAWS assures sanctuary for animals in need while offering many diverse programs and services to promote responsible pet ownership and prevent animal abuse. The Humane Animal Welfare Society is located at 701 Northview Road in Waukesha, Wisconsin.

For more information call (262) 542-8851 or log onto hawspets.org. Follow HAWS on [Facebook](#), [Twitter](#), and [Instagram](#)! HAWS: Growing Our Humane Community.

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](#).