



# Media Information

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## SUBARU OF AMERICA HELPS SAVE LIVES OF PETS IN NEED THROUGH 2019 TWIN CITIES AUTO SHOW EVENT

Automaker Partners with Midwest Animal Rescue and Services to Help Pets Find Forever Homes

Camden, N.J., Mar 7, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 Twin Cities Auto Show through a partnership with local animal shelter, [Midwest Animal Rescue and Services](#) (MARS). The 501(c)3 non-profit organization is committed to helping pets in need whenever possible, including all breeds and ages. The first-of-its-kind event will be held at the Subaru exhibit inside the Minneapolis Convention Center, where attendees will have the opportunity to adopt a dog or puppy. The adoption event is aimed at finding forever homes for pets in the Twin Cities.

"Subaru relishes the opportunity to celebrate our love of animals and help our furry friends find the permanent, loving homes they deserve," said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. "Our partnership with MARS reinforces our dedication to protecting animals, especially those in shelters, and increasing their chance of finding safe, loving homes."

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

- **Saturday, March 9th: 10:00 AM – 2:00 PM**
- **Sunday, March 10th: 10:00 AM – 2:00 PM**
- **Thursday, March 14th: 5:00 PM – 9:00 PM**
- **Saturday, March 16th: 10:00 AM – 2:00 PM**
- **Sunday, March 17th: 10:00 AM – 2:00 PM**

"We are honored to partner with Subaru in celebrating our mutual love for our four-legged family members," said Camille Bates, Community Relations Manager at MARS. "Subaru is dedicated to helping animals find their forever homes and is a partner that truly aligns with our mission to serve both pet and parent in finding homes for animals that were once lost, left behind or forgotten."

In addition to the opportunity to become a parent to a beloved pet, attendees are invited to make rope toys as a donation to the shelter or to bring home to their own pet, as well as to create custom pet tags using the Subaru Loves

Pets engraver. All activities will be complimentary with donations and proceeds going to MARS's work in the greater Twin Cities area.

All adopters are subject to normal MARS adoption guidelines and procedures and prospective adopters should bring with them a photo ID. To learn more about the adoption process, visit [www.midwestanimalrescue.org/](http://www.midwestanimalrescue.org/).

This Twin Cities 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 Midwest Animal Rescue and Services (MARS)**

Midwest Animal Rescue & Services™ (MARS) began in 2006, and since then, they have saved over 17,000 animals with a 99% success rate. MARS is a dedicated and passionate group who rescues dogs and cats that are at risk and homeless through no fault of their own. With a mission to enhance family life by providing families with pets, MARS brings peace, joy and education to the community. Companion animals in MARS's care are vaccinated, microchipped, and spayed or neutered. MARS is committed to helping pets in need whenever possible, including all breeds and ages.

To learn more about MARS, call (763) 503-4990 or log onto [midwestanimalrescue.org](http://midwestanimalrescue.org). Follow MARS on [Facebook](#), [Twitter](#) or [Instagram](#).

#### **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](#).