



Media Information

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SUBARU OF AMERICA HELPS PETS IN NEED FIND HOMES DURING 2019 WASHINGTON AUTO SHOW

Automaker Partners with Humane Rescue Alliance to Host Pet Adoption Event

Camden, N.J., Apr 4, 2019 - Subaru of America, Inc. today announced it will be hosting a pet adoption event during the 2019 Washington Auto Show through a partnership with local animal shelter, [Humane Rescue Alliance](#). The 501(c)3 non-profit organization works to connect homeless pets with loving homes while also offering adoption, training and medical services. This first-of-its-kind event, which will take place at the Subaru exhibit inside the Walter E. Washington Convention Center, seeks to unite pets with their forever homes.

“Subaru is committed to protecting and improving the lives of animals everywhere, and that means bringing them into the arms of loving owners,” said Alan Bethke, Senior Vice President, Marketing of Subaru of America, Inc. “Our partnership with Humane Rescue Alliance reinforces our dedication to the animals who bring us joy each day by helping shelter animals in the Washington, D.C. metro area find lifetime homes.”

Attendees to the exhibit will have the opportunity to adopt and take home a dog or puppy. Visitors are also encouraged to 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 benefiting Humane Rescue Alliance.

Auto show attendees will be able to interact with the adorable dogs during select times and dates, as outlined below:

- **Friday, April 5th: 2:00 PM – 5:00 PM**
- **Saturday, April 6th: 2:00 PM – 5:00 PM**
- **Sunday, April 7th: 2:00 PM – 5:00 PM**
- **Friday, April 12th: 2:00 PM – 5:00 PM**
- **Saturday, April 13th: 2:00 PM – 5:00 PM**
- **Sunday, April 14th: 2:00 PM – 5:00 PM**

“The Humane Rescue Alliance is delighted to partner with Subaru of America for the 2019 Washington Auto Show to support and celebrate people’s love and compassion for the animals in our community,” said Lisa LaFontaine, President and CEO of the Humane Rescue Alliance. “We’re grateful for the opportunity to highlight our adoptable animals, share our mission, and help pets find their forever homes with an organization like Subaru that is dedicated to

animal welfare.”

All adopters are subject to standard Humane Rescue Alliance adoption guidelines and procedures. Prospective adopters can expect to bring home a dog the same day they visit the exhibit, and should bring with them a photo ID. To learn more about the adoption process, visit humanerescuealliance.org.

This Washington 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](#) philanthropic platform. 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 Rescue Alliance

The Humane Rescue Alliance has protected and served the animals of the community for more than 145 years and serves thousands of animals annually. The broad range of programs offered include: rescue and adoption, humane law enforcement, low-cost veterinary services, animal care and control, behavior and training, spay-neuter services, humane education, and many others. The organization is dedicated to ensuring the safety and welfare of all animals, bringing people and animals together, and working with all communities to support these relationships. HRA is based in Washington, DC, the only major urban area in the country that has all of its animal protection programs and services unified in one organization, making the Humane Rescue Alliance a model for the nation.

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](#).