



## Media Information

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### **Subaru Of America CMO Tim Mahoney And Restaurateur Stephen Starr To Receive ActionAIDS' Friend For Life Award April 30**

*Dining Out For Life ... A night of food and festivities for a great cause!*

Philadelphia, Apr 19, 2009 - Every year since 1991, ActionAIDS has shown their appreciation for people who through their work, their vision, and their philanthropy have made a very real difference in the lives of men, women and children living with HIV and AIDS. ActionAIDS recognizes those individuals with their highest honor: The Friend for Life Award.

On Thursday, April 30th as part of **Dining Out For Life(SM)**, the international fundraiser founded by ActionAIDS, the 2009 Friend for Life Award will be presented at Stephen Starr's Parc in Philadelphia to two individuals who advocate and nourish charitable and community causes.

"Supporting the mission of ActionAIDS, that 'No one should face AIDS alone,' those dubbed our Friend for Life have each given us significant and valuable resources," stated ActionAIDS Executive Director Kevin Burns. "Whether it is through the donation of finances, time or skills, these extraordinary individuals change the world we live in for the better. We could not be more grateful."

As **Senior Vice President and Chief Marketing Officer for Subaru of America, Inc., Tim Mahoney** is responsible for leading and managing the Subaru brand in the U.S. market, marketing communications, corporate communications, product management and customer relations and loyalty. "At Subaru, it is both a pleasure and a priority to support causes that are important to our customers," explained Mahoney. "As a company that prides itself on being a good partner to the community, we are delighted to serve as long-time host sponsor to Dining Out For Life."

**Stephen Starr, owner of STARR Restaurants**, began working in the restaurant industry at age 21 when he opened his first club in an Old City diner, Grand Mom Minnie's. The STARR family of restaurants began in 1995 with Continental Restaurant and Martini Bar. Following Continental's success, STARR began to build an extraordinary group of restaurants which include: Buddakan; Barclay Prime; Tangerine; Pod; Alma de Cuba; Morimoto; Jones; El Vez; Continental Mid-Town; Butcher & Singer and Parc in Philadelphia; Buddakan and Morimoto in New York City; Buddakan, The Continental, Chelsea Prime, and Teplitzky's in Atlantic City; and Steak 954 in W. Ft. Lauderdale, Florida.

With more than 20 years in the hospitality and entertainment industries, Starr likens the experience of dining out to that of attending the theater, where the players, props, backdrops, lighting and rapport are integral components of an overall dramatic effect. When this atmospheric drama is paired with edgy, delicious cuisine, dining out at a STARR restaurant becomes entertainment for all of the senses.

Among those expected to help support Dining out For Life are: Mayor Michael Nutter; John Cella, outgoing director of Philadelphia Department of Public Health AIDS Activities Coordinating Office (AACO); Jane Baker, newly appointed

director AACO; Philadelphia Deputy Mayor for Health Donald Schwartz; Chief of Staff, Deputy Mayor for Health Nan Fyler; Jane Shull, executive director Philadelphia FIGHT; Alicia Beatty, executive director Circle of Care; Robb Reichert, executive director of The AIDS Fund; Laureto Farinas, president ActionAIDS Board of Directors; Dolph Goldenberg, executive director William Way Community Center; Senator Kitchen; staff of Senator Vincent Hughes, among others.

**Dining Out For Life hosted by Subaru**, first held in Philadelphia nineteen years ago, is a one-day fundraiser that last year alone raised over \$3.9 million dollars for HIV/AIDS service providers across North America. Dining Out For Life is now held in over 55 cities in the U.S. and Canada. Over a quarter of a million people dine out at more than 3,500 participating restaurants, which donate a generous portion of the day's proceeds to their local AIDS agency. Money raised in each city stays in that city! Visit [www.diningoutforlife.com](http://www.diningoutforlife.com) for more information or to make a reservation ... Dine Out, Fight AIDS!

**About Dining out For Life International:** Dining Out For Life is an international fundraising event involving the generous participation of volunteers, corporate sponsors and restaurants. In exchange for their financial support, restaurants are promoted in an effort to increase customer traffic. In 1991, Dining Out For Life was created by an ActionAIDS volunteer in Philadelphia. Dining Out For Life is now held in 55 cities throughout North America. For more information see [diningoutforlife.com](http://diningoutforlife.com).

**About Subaru of America, Inc.:** Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife Habitat by the National Wildlife Federation. For additional information visit [www.subaru.com](http://www.subaru.com).