



# Media Information

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## **Subaru Of America, Inc.'S Great Lakes Region, In Partnership With The Village Of Itasca, Attempts To Set A GUINNESS WORLD RECORDS™ Record**

*Plans 'Largest Parade of Subaru Cars' in the World*

Itasca, Ill., Jun 15, 2009 - Subaru of America, Inc.'s Great Lakes Region, in partnership with the Village of Itasca, announced today that it will attempt to set a GUINNESS WORLD RECORDS™ record for the "Largest Parade of Subaru Cars." The attempt will take place on July 11, 2009 at 9:00 a.m. The parade will start at 500 Park Boulevard in Itasca, Illinois.

Starting June 22 through July 8, interested participants can register their Subaru in the parade by visiting [www.subaru.com/parade](http://www.subaru.com/parade).

In celebration of this exciting event, Subaru's Great Lakes Region will make a donation of \$15 per participating Subaru vehicle up to a total donation amount of \$7,000. This donation will be shared equally between PAWS Chicago and Salute, Inc. For more information on these organizations please visit their respective websites at [www.pawschicago.org/](http://www.pawschicago.org/) and [www.saluteinc.org/](http://www.saluteinc.org/).

An official GUINNESS WORLD RECORDS™ adjudicator will be on site to observe and confirm this record attempt. In addition to going for the record and helping raise funds for two great organizations, parade participants:

- Will receive a special gift bag (one per car).
- Are invited to attend Itasca Fest following the GUINNESS WORLD RECORDS™ attempt. This fest is great for the entire family and features: live entertainment, carnival rides, food, bingo, kids' entertainment, a three-on-three basketball tournament, and NASA's "Journey to Tomorrow" exhibit. For more information visit [www.itasca.com](http://www.itasca.com).
- Are eligible for a special event room rate of \$89 per night\* at The Westin Chicago Northwest hotel. For your convenience, this four-star, four-diamond hotel is located within walking distance from the start of the parade. To make a reservation, simply visit [www.starwoodmeeting.com/StarGroupsWeb/res?id=0906159812&key=A9AB8](http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0906159812&key=A9AB8). The event rate is good for parade participants only and based on availability.

\* Rate does not include tax.

### **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).