



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## Camden Businesses Help Get Local Students Back On Two Wheels After Theft Halts LUCY Outreach Bike Program

American Water, New Jersey American Water and Subaru of America, Inc. are donating \$33,500 to Camden's LUCY Outreach to support local youth

Camden, N.J., Nov 18, 2020 - Camden youth participating in LUCY Outreach's bike program had something to celebrate today, as American Water, New Jersey [American Water](#), and Employee Resource Groups at [Subaru of America](#), all based in Camden, announced they are donating a combined \$33,500 to the nonprofit in an effort to help the organization bounce back after a late October robbery.

[LUCY Outreach](#), a Camden-based organization that provides programs to underserved Camden County youth and their families, reported 20 bikes were missing from its high-end security shed last month. The bikes, including 10 high-end Trek models, were used for a socially distant bike program for Camden youth ages 7-19.

Realizing the need, [American Water](#) and New Jersey American Water, each pledged \$10,000 and [Employee Resource Groups](#) (ERGs) at neighboring Camden-based automaker [Subaru](#) pledged \$13,500 to help LUCY get back on its feet.

"LUCY considers American Water and Subaru part of our family," said Kristen Prinn Rose, executive director of LUCY Outreach. "These are companies that go out of their way to help the local community, not just with monetary donations, but also by encouraging their people to get involved in helping us better serve Camden's youth."

"American Water has gained so much from being a part of the Camden community," said Walter Lynch, President & CEO, American Water. "Helping organizations like LUCY, which does such important work for the city's youth, is just one way we are proud to partner with Camden."

Like American Water, Subaru is among several companies that have moved their headquarters to Camden in recent years.

"It is a core belief at Subaru of America that it is our duty to help our neighbors when we can, simply because it is the right thing to do, and our Employee Resource Groups came together to live out that value for LUCY," said Thomas J.

Doll, President & CEO, Subaru of America, Inc. "We value the opportunity to help LUCY get back on its feet and continue to enrich our youth community in Camden."

The donation will help support replacing stolen items like bikes and helmets, as well as meeting requests for items on LUCY's wish list – rider safety gear and security improvements – to help further enhance the program.

To make a donation to LUCY, visit [www.lucyoutreach.org](http://www.lucyoutreach.org).

#### **About New Jersey American Water**

New Jersey American Water, a subsidiary of American Water (NYSE: AWK), is the largest investor-owned water utility in the state, providing high-quality and reliable water and/or wastewater services to approximately 2.8 million people. For more information, visit [www.newjerseyamwater.com](http://www.newjerseyamwater.com) and follow New Jersey American Water on [Twitter](#) and [Facebook](#).

#### **About American Water**

With a history dating back to 1886, American Water is the largest and most geographically diverse U.S. publicly traded water and wastewater utility company. The company employs more than 6,800 dedicated professionals who provide regulated and market-based drinking water, wastewater and other related services to 15 million people in 46 states. American Water provides safe, clean, affordable and reliable water services to our customers to make sure we keep their lives flowing. For more information, visit [amwater.com](http://amwater.com) and follow American Water on [Twitter](#), [Facebook](#) and [LinkedIn](#).

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is a 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 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. 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 has donated more than \$190 million to causes the Subaru family cares about, and its employees have logged more than 40,000 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://visit.media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).