



Media Information

Subaru Of America, Inc.
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Subaru Of America, Inc. To Host ASPCA® & National Wildlife Federation At The Bank Of America® Winter WonderFest® To Help Share The Love

Chicago, Dec 9, 2009 - **WHAT:** As part of the second-annual Subaru "Share the Love Event", which runs from November 21, 2009 - January 4, 2010, Subaru will host the ASPCA and National Wildlife Federation at Navy Pier during Winter WonderFest. ASPCA will be on location with an expert behaviorist on Friday, December 11, who will answer any questions visitors may have regarding their pet's behavior. Also, on Saturday, December 12, guests to Navy Pier will be able to check out a Screech Owl presented by the National Wildlife Federation. The 2010 Subaru Outback, Legacy and Forester will also be on display during the duration of 'Winter WonderFest'.

The Subaru Share the Love Event ""is a way for the company to give back to charities in need. Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of one of the following five charities: The American Society for the Prevention of Cruelty to Animals (ASPCA), Meals On Wheels Association of America, Habitat for Humanity, National Wildlife Federation (NWF) and Boys & Girls Clubs of America.

WHO: Subaru of America, Inc., ASPCA, and National Wildlife Federation

WHEN: ASPCA: Friday, December 11, 2009 11:00 AM - 6:00 PM NWF: Saturday, December 12, 2009 Sunday, December 13, 2009 10:00 AM - 4:00 PM 1:00 PM - 4:00 PM

WHERE: Navy Pier 600 E. Grand Ave Chicago, Ill. (312) 595-7437

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 approximately 600 dealers across the United States. In addition, 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.

About ASPCA

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first humane organization established in the Americas and serves as the nation's leading voice for animal welfare. One million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501 [c] [3] not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit

www.aspc.org.

About National Wildlife Federation

National Wildlife Federation® (NWF) is America's conservation and education organization, inspiring Americans to protect wildlife for our children's future.