



Media Information

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Subaru Of Jacksonville Teams With Local Elementary Schools

Launches the 'A Lot to Love About Reading' Event

Jacksonville, Fla., Oct 8, 2009 - Subaru of Jacksonville will be spreading the love to elementary kids throughout Duval County with the "A Lot to Love About Reading" event. Taking place October 15th through November 30th, Subaru of Jacksonville will team up with Martin Luther King Elementary, Sadie Tillis Elementary and Arlington Heights Elementary.

Grades three, four and five will participate in the "A Lot to Love about Reading" event to see who reads the most books by the end of November. To start the reading adventure off for the students, volunteers, called Super Subaru Volunteers, from area churches will visit each school and read from select books. Children will then read on their own and rewards will be given to the child, class and school who has read the most.

Each child must keep a tally of his or her reading accomplishments through a coupon book provided by Subaru of Jacksonville. The coupon book will ask simple questions and tie-in reading comprehension -- an important lesson in the "A Lot to Love about Reading" program.

Subaru of Jacksonville will award one class per grade a generous gift card to purchase school supplies for that classroom with students selecting how the card will be used. At the end of the program, one winner per grade, per school will be selected to receive school-wide recognition with an engraved trophy and gift certificate to an area bookstore to spend as he or she chooses. Finally, a grand prize school winner will be selected based on total books read and be awarded a substantial monetary donation to be used for the school.

This event is a continuation of Subaru of Jacksonville's charitable contributions to the Jacksonville community. Previously, Subaru of Jacksonville donated a WRX STI to the Jacksonville Sheriff's Office for a year, held its first annual Doggy Day with the Society for the Prevention of Cruelty to Animals (SPCA), hosted a holiday pizza party for the Woodland Acres location of the Boys & Girls Clubs of Northeast Florida and supported the Meals on Wheels Association of America in December, as six employees volunteered their time and three 2009 Subaru Foresters to make deliveries throughout the Jacksonville and Orange Park areas.

About Subaru of Jacksonville

Phil Porter founded Subaru of Jacksonville in July of 2000. Since 2002, Subaru of Jacksonville has been the volume sales leader for Subaru vehicles for the entire state of Florida, a top ten volume dealer for the South Central Region, and a winner of the Subaru of America "Chairman's Roundtable" award, signifying top twenty-five volume in the United States and a customer satisfaction Stellar Performer. For additional information visit: www.sojax.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 approximately 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.