



## Media Information

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### SUBARU OF AMERICA SUPPORTS CAMDEN ARTISTS THROUGH PUBLIC ART INSTALLATIONS

*Automaker Helps to Fund Local Art Exhibitions to Call Attention to Illegal Dumping in Camden*

Camden, N.J., Apr 23, 2021 - Subaru of America, Inc. (SOA) today announced that it will help fund "[A New View](#)," a public art project stemming from a \$1 million [Bloomberg Philanthropies Public Art Challenge](#) grant to build large-scale, outdoor art installations from renowned artists on illegal dumping sites in Camden, NJ. The automaker's support, which is part of the [Subaru Loves the Earth](#) initiative to protect the environment, will attract art-lovers of all ages to Camden and bring awareness to illegal dumping and its impact on the Camden community and environment.

To support artists in Camden and help bring A New View to life, Subaru is helping to support an Artist Apprenticeship Program for Camden residents, who will be given the opportunity to work and learn with the artists creating the installations. In addition, volunteers from Subaru of America headquarters in Camden have participated in clean-up activities around the city to prepare the chosen sites for the art installations.

"Subaru Loves the Earth month is a great time for us all to reflect on what we can do to show respect for our environment. Supporting A New View and helping Camden uncover and enhance its environment by replacing debris with artwork, does just that," said Sheila Gallucci-Davis, Sr. Vice President, Subaru of America, Inc. "We're proud to support local artists and our city to help bring awareness to the problem of illegal dumping and bring impactful art to Camden."

Art installations from A New View will include creations designed to raise awareness for unlawful bulk waste in Camden, and is a collaboration between the City of Camden Government, Cooper's Ferry Partnership, and Rutgers Camden Center for the Arts. The exhibitions, outlined in an [installation site map](#), include:

- Don Kennell and Lisa Adler "[Invincible Cat](#)" – Whitman Park Neighborhood
- Terreform ONE, Mitchell Joachim, Vivian Kuan "[Bio-Informatic Digester](#)" – Gateway Neighborhood
- Amanda Schachter and Alexander Levi, SLO Architecture "[Turntable](#)" – North Camden Neighborhood
- Athena Steen and Josh Sarantitis "[Touching Earth](#)" – North Camden Neighborhood
- Tyler FuQua Creations "[Mechan 11: The Collector](#)" – North Camden/Cramer Hill Neighborhoods
- The Myth Makers, Donna Dodson and Andy Moerlein "[The Phoenix Festival](#)" – East Camden Neighborhood

"I commend Subaru of America for their involvement as they continue to be an outstanding community partner," said Camden Mayor Frank Moran. "The A New View project is about bringing attention to the awful impact illegal dumping is having within Camden. Through public art, we are not only bringing about real change in the appearance of our City but immediately improving the quality of life for our residents in their neighborhoods. The sites chosen for the project have long been dumping grounds, literally or figuratively. A New View will transform them and generate interest among community members and visitors to explore different Camden neighborhoods."

The art installations will be on view from April 22 – October 31.

Subaru has a long history of employee volunteerism in their hometown of Camden and employees have dedicated more than 3,500 volunteer hours in the city including more than 300 hours in clean-up efforts since 2017. The automaker's support for A New View is part of the Subaru Loves the Earth commitment. To learn more about Subaru Loves the Earth and the environmental work Subaru does, visit [subaru.com/earth](https://subaru.com/earth) and follow #SubaruLovesTheEarth on Instagram, Facebook and Twitter.

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

[Subaru of America, Inc.](https://subaru.com/usa) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](https://subaru.com/japan) 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 plants and [Subaru of Indiana Automotive, Inc.](https://subaru.com/indiana) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](https://subaru.com/lovepromise), 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](https://media.subaru.com). Follow us on [Facebook](https://www.facebook.com/subaruofamerica), [Instagram](https://www.instagram.com/subaruofamerica), [TikTok](https://www.tiktok.com/@subaruofamerica), and [YouTube](https://www.youtube.com/subaruofamerica).